

# DALLAS

1943

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# "OUT OF THE FIGHT?" Hell, no... I'm just swapping jobs!



Employment of disabled veterans is a policy at all North American Aviation plants . . . enables former members of armed forces to "stay in the fight" by contributing their skill and experience to an essential war industry.

For some time we have been making every effort to give employment to discharged veterans whose physical condition and aptitude permit, as rapidly as they are released from Army and Navy hospitals.

If you know of a veteran who will soon be released from the hospital, we ask you to recommend that he investigate the opportunities at North American.

The procedure is simple: When a veteran is ready to leave the hospital, he is interviewed by a representative of the U.S. Employment Service regarding his desire to enter aviation work, his previous experience, his mechanical training acquired in service.

Upon his release, the veteran will be referred to the USES office in his home district. That office will determine the plant near his home to which he will be referred, and it is suggested that veterans interested in joining the North American organization so indicate to the USES interviewer. At the North American plant, the veteran will be interviewed to determine his aptitudes, experience and training, given a physical examination, then placed in the type of work for which he is best suited.

Veterans need jobs, our industry needs men. What helps both, helps America. We are proud to have a part in this important program.

**NORTH AMERICAN AVIATION, INC.**  
INGLEWOOD, CALIFORNIA • DALLAS • KANSAS CITY

*Designers and builders of the B-25 Mitchell bomber, AT-6 Texan trainer and the P-51 Mustang fighter (A-36 fighter-bomber).  
Member, Aircraft War Production Council, Inc.*



# Dallas Pioneers

## Years of Progress INVITE Greater Confidence

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section.

Established

- 1869 The Schoellkopf Co.**  
74 Years (See Photo No. 2)  
Manufacturers and Wholesale Distributors
- 1869 Padgitt Bros. Company**  
74 Years (See Photo No. 1)  
Leather Goods—Wholesale and Retail
- 1872 Dallas Ry. & Term. Co.**  
71 Years (See Photo No. 3)  
Street Railways
- 1875 Dallas Trans. & Term. Warehouse Company**  
68 Years (See Photo No. 4)  
Warehousing, Transportation and Distribution
- 1875 First Natl. Bank in Dallas**  
68 Years (See Photo No. 5)  
Banking
- 1876 Trezevant & Cochran**  
67 Years (See Photo No. 6)  
Insurance General Agents
- 1876 Fakes & Company**  
67 Years (See Photo No. 7)  
Furnishing Texas Homes Since 1876
- 1876 Ed. C. Smith & Bro. Undertaking Company**  
67 Years (See Photo No. 8)  
Funeral Directors
- 1885 Mosher Steel Co.**  
58 Years (See Photo No. 9)  
Structural Reinforcing Steel and Machinery Repairs
- 1889 J. W. Lindsley & Co.**  
54 Years (See Photo No. 10)  
Real Estate, Insurance
- 1890 William S. Henson, Inc.**  
(Successors to J. M. Colville & Son)  
53 Years (See Photo No. 11)  
Printing and Advertising
- 1893 Fleming & Sons, Inc.**  
50 Years (See Photo No. 12)  
Manufacturers—Paper and Paper Products
- 1896 Briggs-Weaver Machinery Company**  
47 Years (See Photo No. 13)  
Industrial Machinery and Supplies

Established

- 1899 Dallas Plumbing Co., Inc.**  
44 Years (See Photo No. 14)  
Plumbers
- 1900 John Deere Plow Co.**  
43 Years (See Photo No. 15)  
Agricultural Implements
- 1903 Dallas National Bank**  
40 Years (See Photo No. 16)  
Banking
- 1903 Acme Screen Co.**  
40 Years (See Photo No. 17)  
Ac-Ka-Me Products, Insect Screens, Cabinets, Lockers, Boxes and Venetian Blinds
- 1903 Republic Insurance Co.**  
40 Years (See Photo No. 18)  
Writing Fire, Tornado, Allied Lines, Automobile and Inland Marine Insurance
- 1903 First Texas Chemical Mfg. Company**  
40 Years (See Photo No. 19)  
Pharmaceutical Manufacturers
- 1904 Atlas Metal Works**  
39 Years (See Photo No. 20)  
Sheet Metal Manufacturers
- 1908 Stewart Title Guar. Co.**  
35 Years (See Photo No. 21)  
Abstracts and Title, Insurance
- 1909 Hutchinson-Bonner & Burleson**  
34 Years (See Photo No. 22)  
Certified Public Accountants
- 1909 The Southern Supply Co.**  
34 Years (See Photo No. 23)  
Wholesale Hardware and Industrial Supplies
- 1911 Graham-Brown Shoe Co.**  
32 Years (See Photo No. 24)  
Manufacturing Wholesalers
- 1912 Stewart Office Supply Co.**  
31 Years (See Photo No. 25)  
Stationers—Office Outfitters
- 1914 Texas Employers Ins. Assn.**  
29 Years (See Photo No. 26)  
Workmen's Compensation Insurance

(Advertisement)

# W. G. HARRIS & CO.

*General Agents*

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**HOTEL**      LAWRENCE MANGOLD, *General Manager*      **DALLAS**



# DALLAS

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DECEMBER, 1943

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Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

Z. E. BLACK ..... Acting Editor  
VELMA BOSWELL ..... Business Manager  
ED FLOYD ..... Advertising Manager



Member Southwestern Association  
of  
Industrial Editors

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## DALLAS CHAMBER OF COMMERCE

**OFFICERS:** B. F. McLain, President; A. H. Bailey, F. O. Burns, D. A. Hulcy, Vice Presidents; J. C. Tenison, Treasurer.

**DIRECTORS:** Nathan Adams, A. H. Bailey, F. O. Burns, Paul Carrington, Edgar L. Flippen, Fred F. Florence, J. M. Haggard, Jake L. Hamon, William S. Henson, D. A. Hulcy, O. H. Koch, George L. MacGregor, B. F. McLain, John E. Mitchell, Jr., Charles R. Moore, W. F. Neale, J. M. Penland, Jack Pew, W. L. Prehn, E. P. Simmons, H. Fuller Stevens, Ernest R. Tennant.

**STAFF:** J. Ben Critz, Vice President and General Manager; Clyde V. Wallis, Industrial Department; Bob Bourdene, Manufacturers and Wholesalers' Department; Z. E. Black, Convention Department; R. C. Dolbin, Retail Department; Sam Goodstein, Transportation Department; Mark Hannon, Public Relations and Membership Service Department; Jay Little, Highway and Information Department; Velma Boswell, Cashier; Mrs. Olga Cardenas Leach, Foreign Trade Department; Sam Tobolowsky (on leave), Business Manager.

## Something TO LOOK FORWARD TO

At present, Layne-Texas facilities for developing well water systems are concentrated on the important job of filling the needs of the military and essential war industries. A large number of these systems have been put into operation throughout Texas in an unbelievably short time.

We are exploring new subterranean areas . . . charting new sources of water . . . developing new techniques of well drilling and finishing. When victory is won, this skill and knowledge will be ready to provide municipalities and industries with the finest possible well water system. There will be improved design pumps . . . better materials to add more life to equipment . . . and advanced facilities for installing and servicing well water systems.

In the meantime, be glad you have a Layne-Texas well water system for dependable service.

**LAYNE-TEXAS  
COMPANY**  
"WORLD'S LARGEST  
WATER DEVELOPERS"  
HOUSTON  
DALLAS

# Looking Ahead

By B. F. McLain

President, Dallas Chamber of Commerce

AS we approach the end of our second year of participation in the war no one can predict with assurance how many more months or years of warfare are before us. We may hope for a short war, but it is the part of wisdom to plan and produce for a long one. Concentration on winning the war must be the first objective of civilians as well as members of our armed services, but that concentration does not preclude intelligent planning for the post-war period. The years immediately subsequent to the termination of hostilities will unquestionably be among the most critical in the history of Dallas. The tremendous uncertainties that now becloud our vision of the developments in the post-war period place definite restrictions on the possibility of adopting an inflexible program of exact details. If there is anything certain about conditions to prevail with the coming of peace, it is that this period will be of a new and different pattern from anything we have experienced in the past.



MR. McLAIN

After the war of 1776 there was a great surge westward to develop a virgin land enormously rich in untouched resources. The cities of real size were confined to locations which provided water transportation. We had an almost exclusively agricultural economy, and population became diffused thinly over a great area. Development followed the fertility of land and the location of natural resources. After the Civil War this country expanded with the growth and extension of the railroads. Towns on rail lines grew and flourished while communities of equal size by-passed by railroads became stagnant or dwindled in size and importance. After the first World War the expansion of the automotive industry afforded employment to hundreds of thousands of workers. Cities where cars were manufactured grew by leaps and bounds. Good roads contributed to the commercial expansion of our larger cities while smaller towns suffered as their former customers drove to larger centers of population to transact their business.

After this war we will probably see an enormous expansion in aviation. Cities which are not alert to its possibilities will probably lose in the competition of municipalities. It is altogether probable that competition between cities will become increasingly more intense under post-war conditions because practically any city can be served by aviation. The race will be won by those who are active and alert. Yes, air-mindedness is important now, but that in itself will not solve our post-war problems. Modern war is indeed an all-out struggle for all our people. We have found it necessary to gear our economy for a war that requires all the resources which can be tapped at the present. We are devoting all the manpower possible to the war effort and borrowing

on the future production of national wealth to finance it. The dislocations which will be inherent in the transition of our economy from war to peace will bear a direct relation to the extent of our war effort. That is to say that the post-war period involves enormous complexities for our nation and all its cities. No community ever solved a complex problem without an alert and courageous leadership willing to assume civic responsibilities.

The cities which will prosper in the future will probably be those where the citizenship displays vision, courage and energy in adopting enlightened policies in their private affairs and in their collective activities. The intelligence and energy of the people of our American cities will probably average about the same throughout the country. Cities that forge to the front are those where the industry, the initiative and the ability of its people are mobilized by leaders who are willing to give their time and energy in welding together the unified strength of its citizens.

Dallas is looking into the future. Our Municipal and County Governments are planning for our future in aviation. They are working on a master plan to mold into desirable form the development of Dallas, plans that will afford employment when our armed forces are demobilized and the fabricating of munitions stops. We who have been spared the shock of battle can at least unite in assisting those who have fought for us to return to a city that has planned for their future. This is indeed a time for civic unity—a time for sincere and helpful cooperation among all Dallasites so that we may solve the great problems which are before us with the strength that comes only from unity.

Yes, intelligent planning is most important, but other cities are planning. The people of Dallas must not only plan, they must resolve individually and collectively to execute their plans unselfishly and courageously. They must be reconciled to unexpected difficulties that probably will arise in a period of great uncertainties. If we are to chart a course of continued civic progress, we can be guided as we go by whatever certainties may exist. This much is certain, the city that displays vision, initiative, energy and courage will go forward in spite of all difficulties. Fortunately Dallas has a tradition of possessing a citizenship which has these qualities. We call these collective attributes the Dallas spirit. This spirit inspired those who have gone before us here to develop a great city that far outstripped many similarly located towns of equal opportunities. We are the beneficiaries of their inspired leadership. We have the obligation of being worthy of the heritage they bequeathed us. Our generation must unite to carry Dallas through the post-war period in a manner worthy of the men who built Dallas and of our sons who must adjust themselves to the ways of peace when they have won the greatest of all wars.

# Officers and Board of Directors for 1943



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President



**A. H. BAILEY**  
Vice-President



**F. O. BURNS**  
Vice-President



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**H. FULLER STEVENS**



**ERNEST R. TENNANT**



**PAUL CARRINGTON**  
(Ex-Officio)





## General Manager Reports Chamber Activities Becoming Broader and More Varied

**D**URING my thirteen years as manager of the Chamber, it is my observation that the activities of the Chamber become broader and more varied each year. Especially has this been true during the past two years of war activity during which the many Government Agencies with their many rules, regulations and directives have come into being.

New and varied problems have developed for our members in all lines of endeavor and it has been our job to assist them in meeting these problems. We have been the clearing house for all such activities. Although this has meant added work for the staff, it has brought about a closer relationship between the Chamber and its members, which is fine for both. We are delighted that more and more of our members are calling on us for assistance.

In addition, the tremendous growth of our city caused by the expansion of defense plants and war industries has created additional problems and activities while regular routine activities have increased in proportion.

Although not many new large industries have come to Dallas during the past year, since private non-defense industry is unable to expand because of war conditions, and because the construction of defense plants has reached the limit necessary, yet the expansion of those already located here has been tremendous.

All of our industries located here many years and now majorly engaged with Government contracts and those that have come to us as a result of the war have doubled and even tripled in size and in production during the past year.

The Army and Navy installations here have also experienced the same expansions. The Naval Base is being enlarged steadily and is now one of the leading primary Naval Training Stations in the United States. The Army Air Corps has just recently authorized the expenditure of \$5,000,000.00 for improvements at Hensley Field.

The Ferrying Command at Love Field continues to grow, requiring additional land for this airport, and the Army is just completing over \$1,000,000.00 in improvements on this field.

The Eighth Service Command and the many other Army activities continue to grow in size and importance and as a result Dallas is today one of the major war centers in the nation.

Dallas is known over the country as little Washington as it is the headquarters for the southwest of all the important Government Agencies, such as W. P. B., O. P. A., etc. These Agencies continue to grow each year and during the past year a very important one was added in the acquisition of the headquarters of the Tenth Civil Service District Offices.

In addition to the current activities, much time and effort has been expended in the development of post-war plans for Dallas. Several committees are actively engaged in this extremely important project. A tremendous amount of research is being done and valuable data accumulated so that we may be prepared to carry on in an intelligent and satisfactory manner after the war.

Our New Business and Industrial Department is contacting many of the larger

companies over the country with reference to their post-war expansion, and very favorable response is being received. Many of the larger industries and corporations have had engineers and executives visit Dallas to make surveys and acquire data to be used in their post-war expansion plans.

The finances of the Chamber are in the best condition in the history of the organization and although our activities have increased materially, we are operating considerably under our budget.

I wish to express my appreciation for the capable, aggressive and unselfish cooperation of the members of our staff. The Dallas Chamber of Commerce is very fortunate in having a working personnel of capable, experienced, and efficient men and women, who are ready and willing to work many extra hours without extra pay in order to give the best service possible to our members.

Also are we grateful to the Officers and Board of Directors for their splendid leadership and also their patience and understanding; to the many committee members who give so generously of their valuable time and efforts and for the fine support and confidence of our entire membership.

We shall faithfully endeavor to continue to merit this support and confidence.

This is your Chamber of Commerce and we are your employees, anxious to be of service. We welcome your suggestions, recommendations and interest.

Respectfully,

*Ben Critz*



# Departmental Reports

## Industrial

**D**ESPITE wartime handicaps and restrictions, 655 new concerns located in Dallas during the first ten months of 1943, including seventy manufacturing plants, 140 wholesalers or distributors, 191 retail establishments, eighteen oil companies, and 236 classified as miscellaneous.

A high percentage of the new manufacturing plants are engaged directly or indirectly in war production. Of the total of seventy, twenty-five are manufacturing parts or equipment for the aircraft industry, further rounding out the City's aircraft production facilities and adding to its prestige as the leading aircraft manufacturing center in the Southwest.

Contributing materially also to the City's development in aviation was the conversion of one of the larger war industries from ordnance to aircraft engines, creating an industry that fits well into the City's postwar aviation program. Ten other concerns, while not engaged in manufacturing, located in Dallas to serve the aviation industry in this area, representing numerous manufacturers of aircraft parts and equipment in a sales and distribution capacity.

In the year's total of new concerns were fifty-nine branches of national concerns and ten new governmental agencies. The City increased its importance as an oil center through the addition of eighteen firms engaged in the production of petroleum or the sale of equipment to the oil industry.

The Industrial Department devoted much of its activity, particularly during the last half of the year, to efforts designed to bring many new enterprises to Dallas after the war, and more recently to the start of a program of postwar planning for existing industries to aid in orderly reconversion when the war ends.

Numerous contacts with executives of national concerns indicate that many such manufacturers expect to decentralize their production and distribution facilities when they reconvert to peacetime operations after the war. This reconversion will take the forms of branch plants or distributing branches, each located to serve a well-defined regional market. Such firms have been furnished detailed infor-

(Continued on Page 22)

## Foreign Trade

**T**HIS year, 1943, has without question been the busiest ever experienced by the Foreign Trade Department of the Dallas Chamber of Commerce.

Many new buyers have come to the Dallas market for the first time partly due to the war and the utter lack of sources of supply. With the influx of all these new foreign buyers plus the more frequent trips of all the people from Mexico who have regularly come to Dallas to buy merchandise, sales have increased far beyond anything we have ever before experienced. Also many domestic buyers from New York, Chicago, Philadelphia, St. Louis and Los Angeles have contacted us with the view of ascertaining sources of supply in Mexico, Central America and South America. All these buyers have without exception come to Dallas expecting to buy anything and everything they desired.

Add to the above factors the constant stream of governmental changes in the rules and regulations on exports and imports and the constant study required to keep abreast with such changes, one may readily appreciate the activity required to handle satisfactorily correspondence and buyers visiting the market.

In spite of all this and the scarcity of merchandise, the records of the Foreign Trade Department show that foreign buy-

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## Manufacturers and Wholesalers

**T**HIS department assisted the transportation facilities and the Citizens Traffic Committee in having the Dallas manufacturers stagger their hours to relieve congestion of public transportation during the rush hours.

It sponsored five market seasons with the following dates: January 18 through 29; March 23, 24, 25; May 31, June 1, 2, 3; July 19 through August 6; October 11 through 22.

During the market seasons, the manufacturers, who are in a position to sell more merchandise than they can manufacture, were advised and assisted by this organization in allotting their merchandise to their past customers on the dollar and cents volume of past annual purchases.

It also cooperated with the Office of Defense Transportation, the hotels and the Eighth Service Command by advertising to the retailers in the forty-eight states not to visit the Dallas Market on week-ends, but to visit in the middle of the week.

It had four meetings with the American Fashion Association, and advertised jointly with them on our market seasons, sending out 80,000 pieces of literature on the Dallas Market.

The Dallas Fashion and Sportswear Center, in cooperation with the Fairchild Publications, took a twelve-month contract for a section on Dallas each month in their publication, which is distributed

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Approximately 1,400 families were enabled to rent apartments or residences through the Chamber's War Housing Bureau, which was opened February 1 and continued nearly three months until the National Housing Administration opened the War Housing Center at 728 North St. Paul street. This service to newcomers, mainly service men or new employees of war industries, was handled by a Committee of which Holmes Green was chairman, with Z. E. Black of the Chamber staff in charge of the Bureau.

## Retail Merchants

**T**HE Retail Merchants Division of the Chamber of Commerce for the year 1943 has had a very active and progressive program. The Dallas retail business for this year has shown a substantial increase over 1942, and 1942 was one of the greatest in our business history. The fact that employment has been steadily increasing, extending the buying power of hundreds of people heretofore unemployed, has been a contributing factor to the merchants' prosperity this past year.

A few of the principal activities of the Retail Division during 1943 are listed as follows:

Inauguration of evening classes in various phases of retail merchandising for the benefit of retail store employees. These classes give the employees an opportunity to prepare themselves for advancement within their organization, and also provides better service to the public.

Cooperation of the Dallas Public Schools made possible the conducting of a "Retail Apprentice Program" at Technical High School.

The Retail Merchants have sponsored an Employees Replacement Program, in which some 500 women have been given training in basic retail selling principles. These classes have been held in the Dallas Power & Light Auditorium, and upon graduation of each class the names of the different graduates are mailed to our retail members, thus giving them an opportunity to select replacement workers to fill vacated positions due to employees going into the service or into defense work.

Maintenance of the Returned Goods Bureau to continue its educational work among consumers, with the object in mind of lowering the economic losses due to returned merchandise, thereby lowering the ultimate cost of the merchandise to the consumer.

Close cooperation with the City Traffic Commission and the Police Department on downtown traffic conditions, which affect the merchants and shoppers alike.

The Retail Merchants Association has worked very closely with the War Transportation Committee of the City of Dallas, their secretary being a member of this Committee. The public transportation problem in Dallas has been a very important one to be solved, owing to the curtailments placed on the use of private automobiles by the government. To assist our Dallas transportation system in spreading their loads during the peak

period, our retail stores are now opening at 9:30 a. m. instead of 9:00, and closing at 6:00 p. m., instead of 5:30. There is no question but that these hours will have to be changed still further as this problem becomes more acute.

The Retail Merchants Association has been working in close cooperation with the Better Business Bureau in keeping business and advertising on a high plane, thus promoting the retail market.

Our Association has worked hand in hand with the different Government agencies, such as O.P.A., W.P.B. and O.D.T. in carrying out the restrictions issued by our Government affecting the retail business, owing to war conditions that now prevail in our country.

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## Conventions-Visitors

**A** NEW high in the number of conventions, war conferences and similar events was reached by Dallas the past year with 1,255, as compared with 1,000 in 1942. Approximately 220,000 visitors attended these gatherings. Expenditures in Dallas by these delegates, using the nationally recognized basis of computation, totals \$6,600,000.

Comprising this total were some 500 conventions, 430 sales conventions and 325 larger gatherings called by the Eighth Service Command, OPA, ODT, WPB and the various other governmental agencies, many of which have regional headquarters here. Practically all of the conventions could be styled "war conferences," as their programs were chiefly concerned with the study of methods by which that particular business or trade group could best serve in the war endeavor. Some state trade organizations were called together here several times during the year. With many national organizations suspending their conventions the past year because of transportation conditions, those of a trade nature have largely served their members through regional gatherings, and centrally located Dallas has been the site of a large number of such Southwestern gatherings.

Conventions in Dallas have invariably adhered to the request of the ODT that crowded week ends be avoided, that programs be tailored to advance the war effort, that the duration of conventions be shortened, that entertainment be cut to the lowest minimum, and that efforts be confined to securing a representative rather than a large attendance.

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## Washington Office

**T**HE business interests of a growing city like Dallas are so diversified that the problem of representing them in Washington is rather complex and not easily put down on paper, but at least a few major items may be enumerated.

Perhaps the three most comprehensive matters in which Dallas has been interested this year, from the Washington point of view, are (1) the continuing fight to protect the community property rights of Texas, (2) the effort to promote the fulfillment of the comprehensive Trinity River program, and (3) the confusing manpower problem. The first two of these might be termed perennial, in that they represent important programs not immediately related to the war, and the third is strictly concomitant with the war and inseparably identified with the war program.

### (1) COMMUNITY PROPERTY

At this writing we have been successful in preserving the community property system through another year. We are now involved in the second tax bill to be considered by the Congress in 1943, and as this is written the House Ways and Means Committee is preparing its bill for submission to the House floor. Early in September, despite the Treasury's announced intention to make another attack upon community property, the Ways and Means Committee voted to hold no hearings on this question during consideration of the tax bill. Two political factors contributed to this decision, one being the realization that a tax bill could not be enacted promptly if controversial issues were injected into the debate, and the other being a recognition of the fact that such controversial issues would engender political bitterness and intra-party strife at a time when an election year was just around the corner. Consequently, the Way and Means Committee has taken no action detrimental to community property. What will happen when the tax bill gets to the Finance Committee of the Senate remains to be seen, but we are hopeful that the attitude of the House Committee will be reflected in the Senate Committee's approach to this problem.

Earlier in the year, before the Congressional recess, the tax bill which was enacted confined itself to the withholding principle, and the only responsibility resting upon defenders of the commu-

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MRS. RUI  
Mailing D



R. C. D.  
Manager K



MRS. OLG  
Paign Trade

# Members of Chamber of Commerce Staff



MRS. RUBY ALLEN  
Mailing Department



MRS. CONSTANCE  
BARTLETT  
Industrial Dept.



Z. E. BLACK  
Manager Convention Dept.



BOB BOURDENE  
Manager Manufacturers  
and Wholesalers Dept.



MRS. VELMA BOSWELL  
Cashier



J. BEN CRITZ  
Vice-President and  
General Manager



R. C. DOLBIN  
Manager Retail Dept.



E. F. FLOYD  
Advertising Manager  
"Dallas"



MRS. PAULINE FOSTER  
Assistant Cashier



SAM GOODSTEIN  
Manager Transportation  
Department



M. E. HANNON  
Manager Public Relations  
and Membership Service



MRS. ETHEL KLEINMAN  
Secretary to Mr. Critz



MRS. OLGA LEACH  
Sign Trade Department



MISS JAY LITTLE  
Highway and Information



MRS. MARGARET MANN  
Manager Mailing Dept.



MISS ROSA LEE McCARTER  
Manufacturers and  
Wholesalers



DALE MILLER  
Washington Representative



T. W. POND  
Transportation Dept.



MRS. JUANITA REID  
PBX Board Operator



CLYDE V. WALLIS  
Manager Industrial Dept.

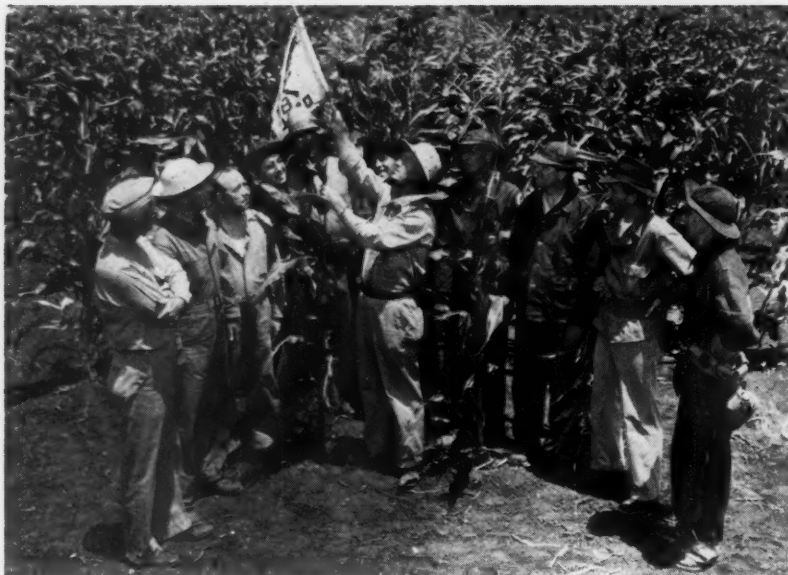


MRS. EVA WILLIAMS  
Public Relations and  
Membership Service



MISS FRANCES E. WHITE  
Retail and Convention  
Departments





During June alone, 2,000 workers for farms in Dallas County were secured from the City of Dallas through the efforts of the Chamber of Commerce Farm Labor Committee working in conjunction with County Agricultural Agent A. B. Jolley. This mobilizing of city men and boys and even women to help save the food and feed crops was highly successful and attracted favorable comment over the entire Southwest and was emulated by other sections. R. G. Soper was chairman of the Chamber's committee, with Z. E. Black of the Chamber's staff serving as secretary.

## Transportation

**D**URING the year 1943 this department answered 6,809 phone calls; quoted rates by mail, 2,703; by direct telephone, 4,898. It was also necessary in order to keep the tools of our trade up to date to file 20,459 tariffs and supplements. We furnished routings where requested, also letters forwarded from this office numbered 28,113. Information other than rates furnished over the phone amounted to 874. During the year there were 845 visitors in this office requesting direct some form of traffic and transportation information; furnished notary public service to 146.

In order that Dallas industries might keep in touch with changes in rates, rules and regulations, individual interests received from this office 8,551 letters. It took 7,827 letters to advise them what final action was taken by carriers. The last named letters affected rail lines and other highway transportation agencies.

In order that new industries located in Dallas may know the service we can render them, individual letters were sent to each of them regarding the activities of this department and requesting that they call upon us whenever their needs called for same.

Radical changes have taken place in the

(Continued on Page 28)

## Information-Travel

**U**NDER the impact of war conditions, this has been the busiest year in the experience of this department. While travel inquiries have of course been below normal, there seems to be a greater interest in Dallas and Texas than ever before, judging by the increase in mail inquiries. Also the record number of newcomers and service men visitors in Dallas has established a new high in the number of people served either over the telephone or visiting the department with their questions. More than 20,000 inquiries by mail or telephone or personal visits have been answered.

This department was the headquarters for the War Housing Bureau for three months early in the year. It also is one of the distribution centers for gasoline rationing application forms.

## Financial-General

**I**N THE present day, what manufacturing or commercial institution of any consequence (large or small) does not have a scientific set of books? If it is good for business why not for the Chamber of Commerce which serves and advises? An organization will be sought after more for counsel, advice and suggestions when the character and reputation of the chamber

is sustained through scientific financial control.

Necessarily all the receipts and disbursements for the Chamber of Commerce have cleared through the Financial Department. An approved itemized budget was set up for 1943 and this department has allocated the expenditures accordingly. Since budgetary control we have lived within our income, have paid off all our indebtedness (we owe no bills and discount all our invoices), have made investments in War Bonds and will have cash in the bank at the end of the year. This gives the chamber an excellent record in the community as a business organization.

(Continued on Page 30)

## Membership and Public Relations Department

**D**UE to the continued unsettled condition of both small and large business—because of the international situation—the Membership Department has endeavored specifically throughout the year to retain the membership of all concerns and individuals remaining in their respective businesses, and at the same time secure new and additional memberships to reconcile the loss sustained by many small concerns and individuals who have resigned to enter the field of defense workers or go into the service of our armed forces.

More than 3,600 calls have been made to date on concerns and individuals in behalf of membership, or under the heading of public relations, for the purpose of retaining memberships, securing a new membership, or rendering a service to some concern or individual, as a benefit to them through their membership in the Chamber of Commerce.

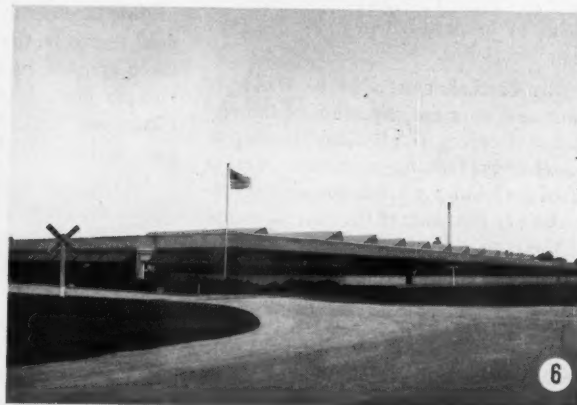
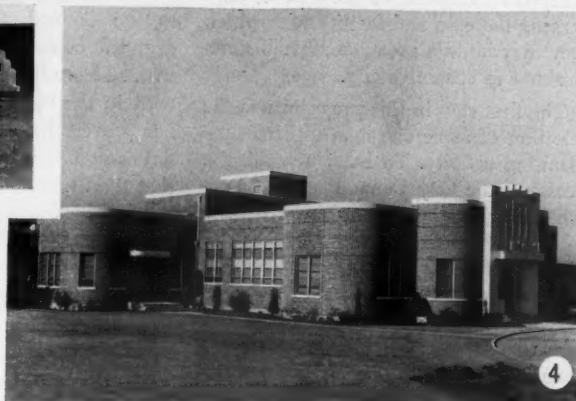
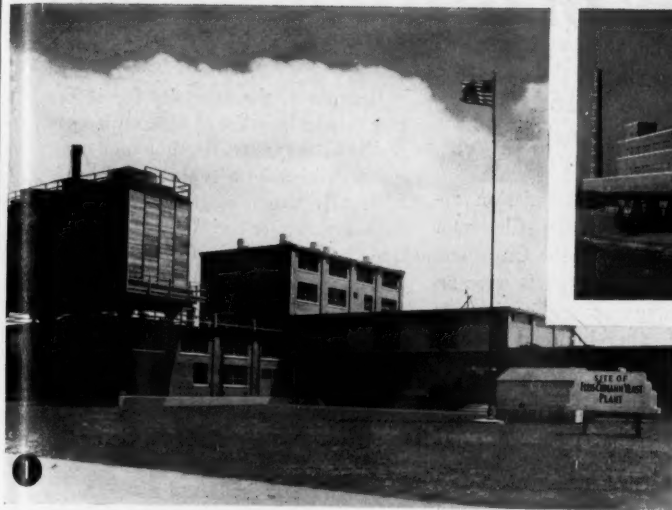
While during the past year numerous cancellations of membership have been received from small firms and individuals, at the same time sufficient new memberships have been secured by this department to offset that loss, and the revenue from the new memberships secured has in part covered some of the loss sustained by some concerns' reduction in membership, and what is considered uncollectible membership accounts.

During the early part of 1943, a membership campaign was conducted which yielded 58 new single memberships, and six new budget memberships. The manager of this department worked with sev-

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NEW, MODERN INDUSTRIAL PLANTS

# Master Plan for City of 670,000 by 1970

By E. A. Wood  
Dallas City Plan Engineer

**T**HERE are many reasons for the renewed activity in city planning in Dallas. Among other reasons are the following: preparation of a post-war employment program for Dallas' returning soldiers, the correction of undesirable features of the present city, laying the groundwork for the future city, and especially the education of the citizens concerning the ease and facility with which they may build a great, comfortable, desirable and attractive city.

The first step in this program was the selection of some one man to direct the planning activity. To help in making a decision, the City Council sent a representative group on a tour of selected cities to examine various phases of city planning and report on their findings. Major J. Woodall Rodgers led this group to Kansas City, St. Louis, Louisville and Memphis. These cities were being built in accordance with carefully prepared city plans. The result of this tour was the employment of Harland Bartholomew and Associates to prepare a comprehensive city plan for Dallas.

Mr. Bartholomew came to Dallas in June and after an inspection of the city and conferences with various groups proposed a city planning program to be made up of the following fifteen preliminary reports: (1) character of the city, (2) scope of the plan, (3) population, (4) major street plan, (5) local transit facilities, (6) transportation, (7) park, playground, recreation and school facilities, (8) land use, (9) zoning, (10) housing, (11) public buildings and publicly owned lands, (12) the city's appearance, (13) administrative policy and practice, (14) capital expenditure program and (15) comprehensive city plan. A schedule was also prepared and each preliminary report was given a date for completion. All reports are to be completed by January 1945.

It was also agreed that all reports prepared by Mr. Bartholomew should be submitted to the Dallas City Plan Commission for study, discussion and approval before transmittal to the Council or to the public. This proceeding was entirely logical and proper because the function of this official board is to advise and make recommendations to the Council on all matters related to city planning.

Work began immediately and in Sep-

tember the City Plan Commission approved the first two reports—Character of the City and Scope of the City Plan. After approval the two reports were released to the newspapers and copies sent to the Council. One hundred mimeographed copies were printed complete with tables and reproductions of all maps used in the study. However, experience has proved that one hundred copies are not enough to satisfy public interest and that it will be necessary to print several thousand copies of each report to satisfy the public demand.

Recently Mayor Rodgers has appointed a committee of one hundred citizens to be responsible for the carrying out of the plan and furnish the continuing interest which might be lacking in any future city administration. This committee has held its first meeting and instead of one hundred members, there were approximately three hundred men and women present. Officers elected were Nathan Adams, Chairman; R. L. Thornton, Vice-Chairman, and Alex Weisberg, Secretary.

In the first report Mr. Bartholomew traced the growth of Dallas and analyzed the various factors that have caused this growth. Comparisons were made between Dallas and eight other cities—Tulsa, Houston, Rochester, Louisville, Portland, Columbus, Toledo and Memphis. After an analysis of general business conditions, Mr. Bartholomew says, "The wholesale sales per capita in Dallas are very high, being three times as high as Tulsa, fifteen times as high as Houston and only approached by Portland and Memphis. The statistics on wholesale trade show conclusively that Dallas is a far more important city from this standpoint than any of the other cities included in this study."

Report number two, Scope of the City Plan, discussed City Planning in the United States with emphasis on the earlier planning done in Dallas under various consultants, on all phases such as parks, schools, sanitary sewers, storm sewers, water supply, flood prevention, railroad grade crossing elimination and street improvements.

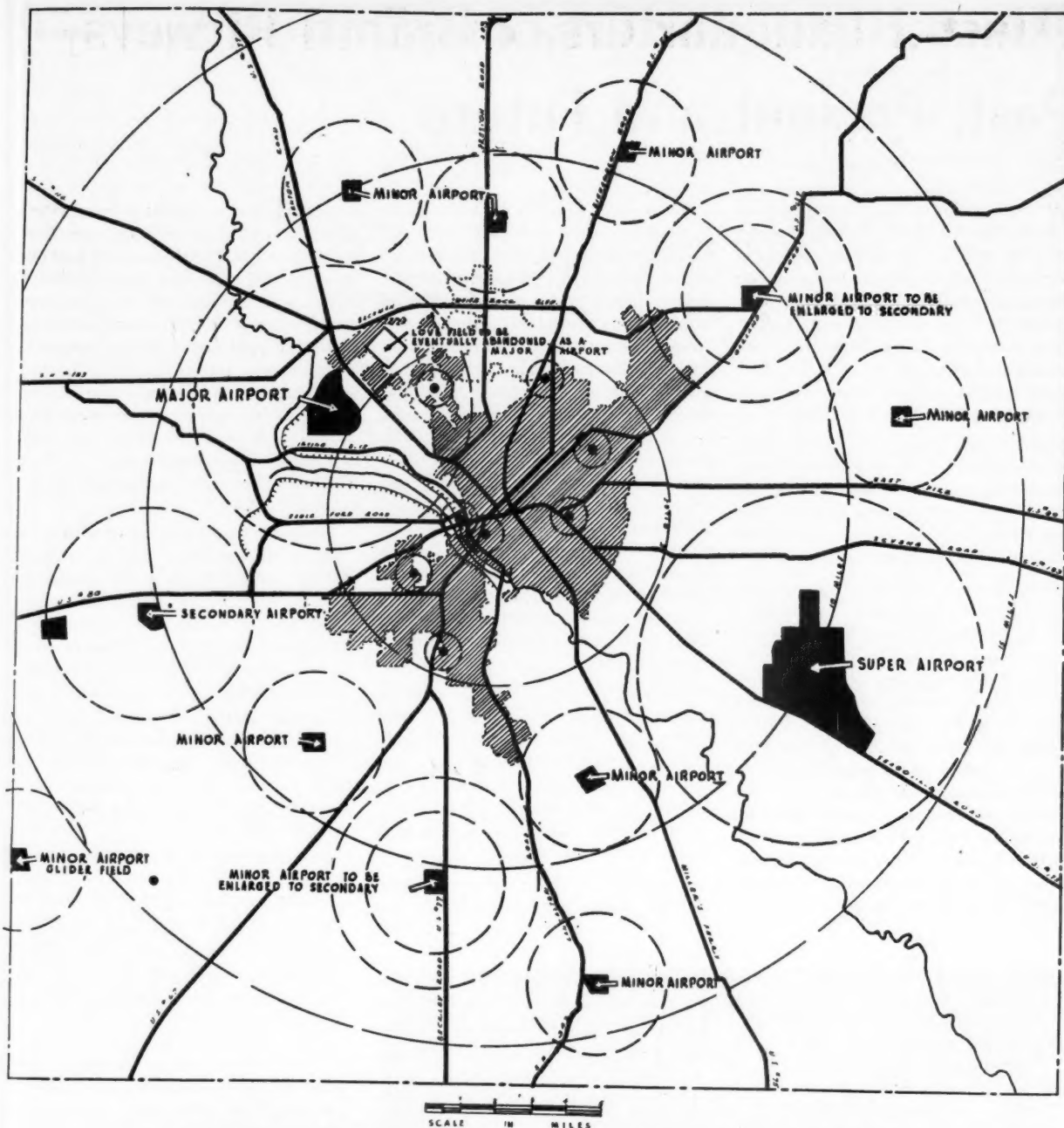
Because of the necessity for information on the location of future airports in Dallas County, Mr. Bartholomew was requested to make a report on this phase of the city plan as soon as possible. A preliminary report on airports was consequently filed with the City Plan Commission in September and transmitted to the Council. This report recommended twenty-one air ports for Dallas of the following types: one super-airport, one major airport, one secondary airport for military use, ten minor airports with provision for expanding at least two of these into secondary airports, and eight helicopter landing fields.

Because of the fact that an airplane may sometimes not land immediately upon arrival at a port, it is necessary to provide an area around each airport to permit the plane to cruise around the port until it receives the signal to land. This cruising area must be free from interference from other planes and its radius depends upon the size of the plane. The super-airport cruising radius is five miles, major airport radius is four miles, secondary airport three miles, and minor airport two miles. Consequently the problem of airport location becomes a problem of fitting circles of various radii together so that although each may touch, none may overlap. This situation illustrates the necessity for planning the location of airports in advance of acquisition. It also illustrates the necessity of having a central committee or authority to license airport locations in order to prevent confusion and maintain a high degree of safety for the landing and take-off of planes.

Mr. Bartholomew recommended two locations for a super-airport. To select the best of the two and to give consideration to economic factors, Messrs. Rollins and Forrest, consulting engineers, were employed to prepare estimates of cost of the development of both ports. Selection of the super-airport site will be made after the receipt of this report.

Report number three on population has been received and approved by the City Plan Commission. This report prognosticates a population of 670,000 for Dallas by 1970 and states, "This is the population for which schools, streets, parks, water supply, sewerage and other essential public facilities and services

(Continued on Page 36)



## COMPREHENSIVE AIRPORT PLAN FOR DALLAS

The above sketch, prepared by Harland Bartholomew & Associates of St. Louis, City Planning Consultants, dated September, 1943, and submitted to the City Plan Commission of Dallas, is the "Alternate B Plan," with the super-airport located in the vicinity of Lake June, about 12 miles southeast of Dallas. This is the site that has been recommended to the City Council by Rollins & Forrest, consulting engineers, employed for the survey.

	SUPER	MAJOR	SECONDARY	MINOR
Runways	10,000*	5,000	4,000	2,500
Distance End of Runway to Field Boundary	1,000	750	500	250
Glide Angle	50-1	40-1	40-1	20-1
Area: Approximate Area in Acres	4,500	1,000	600	210

\*Provision for expansion to 15,000 for NS, SE and NW.

NOTE: Round black dot surrounded by circle, in center circle, on above map indicates helicopter fields.



# Dallas Headquarters of Braniff Airways— Past, Present and Future

**A** PARTNER in the development of Dallas since 1935, Braniff Airways today is midway through its sixteenth year of service to the air travelers of America. Now fifth largest domestic air carrier in terms of revenue passenger miles flown, the nine-million dollar organization headquartered at Love Field shows marked contrast to the one-plane three-employee operation of 1928.

Events that transpired during 1943 are indicative of the company's steady year-by-year growth, and mirror the spirit of progress that will enable Dallas and Braniff Airways to share fully in the coming air transport expansion.

**New Routes:** Passenger, mail and express service between Amarillo and Denver via Pueblo and Colorado Springs was inaugurated during August, 1943, providing Dallas with through schedules to the Rocky Mountain region and connections to the West Coast and the Pacific Northwest. On September 1, 1943, the route to San Antonio was extended to Laredo creating a second Braniff gateway to Mexico and Latin America by connections with the Pan American Airways subsidiary, Compania Mexicana de Aviacion. These extensions increased the Braniff route mileage to 3,108.

**War Effort:** Braniff's contribution to successful prosecution of the war, substantial in 1942, was increased in every respect during the past year. Operating under contract to the Army Air Forces, Braniff crews moved tons of vital war cargo to army bases in foreign lands. Programs for the training of army aircraft mechanics, radio operators and mechanics and transport pilots were stepped up, and experienced Braniff personnel passed on the lore of their crafts to increased numbers of khaki-clad young men. Day and night, the organization has stood ready to perform specialized missions as commanded for the armed forces. In addition, over the domestic routes of Braniff unprecedented loads of passenger, mail and express important to the war effort have been carried on a priority "must-go" basis.

**Personnel:** To meet the demands of constant expansion, more than 1150 men and women are now employed by Braniff Airways, staffing the maintenance, operations, traffic and office forces that keep Super-B-Liners flying 24 hours a day. Seven hundred of these folks, with their families, reside in Dallas.

**Financing:** Matching the substantial increase in personnel, stockholders of the

company voted in August to increase the capital stock of Braniff Airways from 400,000 to 1,500,000 shares of \$2.50 par value. Of this additional amount 400,000 shares were immediately sold, and approximately \$4,500,000 was added to the airline's capital earmarked for expansion expenditures. During the year both a stock dividend and the first cash dividend in the history of the company were paid to stockholders. Stock of the company was approved for listing by the New York Stock Exchange, and trading began November 1, 1943.

These are the tangible gains of Braniff Airways during 1943. They were made during a period in which the country as a whole came to full realization of the importance of a sound air transport system flying internationally under the United States flag and serving all of the nation's population here at home.

Cutting through the clouds of conjecture that color and distort discussions of the air future, Braniff Airways believes that the air service pattern of tomorrow logically separates itself into four divisions:

**International Airline Service,** operating between the United States and principal nations of the world.

**Major Airline Service,** connecting the metropolitan centers of the United States by means of non-stop or few-stop schedules over what have been designated as "trunk-line" routes.

**Local Airline Service,** operating over trunk-line routes and in the area generally served by such routes to provide air transportation to the many medium-size intermediate cities along those routes already designated or which will be granted in the future.

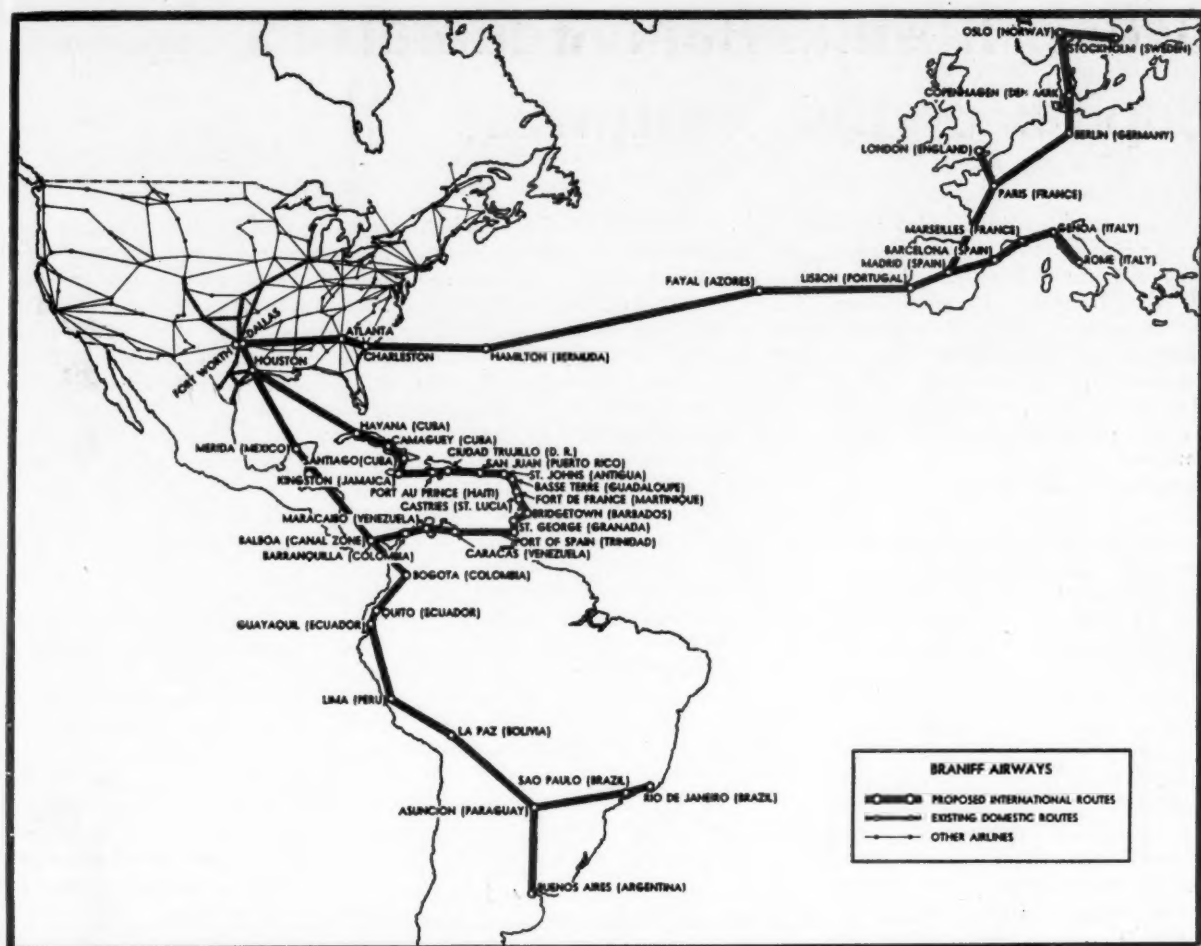
**Trade Area Airline Service,** providing air transportation to the many small communities in the trade areas of centers served by major or local routes.

Dallas, strategically located in the center of a great agricultural and industrial empire, and already possessing a coveted position on one of the principal air cross-roads of the nation, is in position to build a solid future if its air services are developed in accordance with orderly, progressive plans.



Braniff's Love Field base is a scene of activity twenty-four hours a day as mechanics service the company airliners for their night and day flights over the routes. Army transport planes are also overhauled regularly at the base. The view above shows a portion of the line's maintenance hangar at Love Field.





Applications of Braniff Airways for certificates of convenience and necessity authorizing air service in the four categories listed above, designed to provide Dallas with a maximum development, are on file with the Civil Aeronautics Board, or are in the process of preparation.

#### INTERNATIONAL AIR SERVICE

Since Texans are already provided with air service to Mexico and Central America by means of connections at Brownsville and Laredo, Dallas most urgently needs express service to Central America, the Caribbean Islands and South America. This Braniff Airways would provide through the application for service to Latin America shown on page 15. The proposed route proceeds on a one-stop basis from Houston to the Canal Zone, branching there to serve the principal oil production areas of South America at Barranquilla, Colombia; Maracaibo and Caracas, Venezuela; and

Port of Spain, Trinidad on one leg, and extending south to Bogota, Colombia; Quito and Guayaquil, Ecuador; Lima, Peru; La Paz, Bolivia; and to Asuncion, Paraguay on another. At Asuncion the route again divides, one leg going east to Sao Paulo and Rio de Janeiro, the other continuing south to Buenos Aires.

Also included is a route from Houston southeast across the Gulf to Havana and to Port of Spain, Trinidad, serving en-route Camaguey and Santiago, Cuba; Kingston, Jamaica; Port au Prince, Haiti; Ciudad Trujillo, D. R.; San Juan, Puerto Rico; St. Johns, Antigua; Basse Terre, Guadalupe; Fort de France, Martinique; Bridgetown, Barbados and St. George, Granada.

This application would make Texas a major gateway to Latin America. Because of the convenience of existing transportation facilities and new domestic air routes applied for by Braniff Airways, Dallas would serve as a gathering point for southbound travelers from the vast

section of the United States which lies between the Alleghenies and the Rockies.

Also definitely needed in the future commercial life of Dallas is a southern trans-Atlantic route to Europe. Such a route Braniff proposes to originate at the co-terminals Dallas-Ft. Worth, proceeding east to Atlanta, Georgia; Charleston, South Carolina; Hamilton, Bermuda; Fayal, Azores; Lisbon, Portugal, and Madrid, Spain. As the map on page 15 indicates, at the junction point Madrid the route divides, one leg extending east to Barcelona, Marseille, Genoa and Rome, while the other leg extends north to Paris and London and to Berlin, Copenhagen, Oslo and Stockholm. This application would truly make Dallas an international air center.

With equipment of the type that will be available after the war, these international routes will bring Havana within five hours of Dallas. Barranquilla will be less than 10 hours away, and what was

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# Dallas, Business and Federal Capital of the Southwest

**T**HE best current information available indicates that the War Production Program in Dallas County has had the effect of tripling the county's industrial payroll since 1940. This has been accomplished through the establishment of a number of major war industries and by the expansion of existing industries, in many instances to several times their prewar size.

Postwar plans for Dallas County, now being carefully formulated, have as their objective the retention of this enormous increase in factory payrolls and the re-establishment of the industry of the county on a permanent peacetime basis insuring steady normal growth after the war. Before war conditions upset normal trends Dallas, long the outstanding distributing center of the Southwest, was gradually becoming a regional manufacturing center serving Texas and adjacent states. Under prewar conditions industrial expansion in the county was steady but slow. War conditions and the necessity for the utilization of all available facilities for war production greatly speeded up the county's industrial growth, but that rapid expansion of industry has by no means given the county an excess of manufacturing capacity.

Before the war the Southwest produced less than 20 per cent of the manufactured goods it consumed. All of Dallas County's war production capacity can be converted to the manufacture of peacetime goods for this market and still be far short of the capacity needed to supply the manufactured goods consumed in an area readily accessible from Dallas.

Postwar industrial plans call for the conversion of war industries, insofar as is possible, to peacetime products; the establishment of many new locally owned manufacturing plants, largely through the conversion of wholesale houses into units manufacturing the goods they have been purchasing from other manufacturers; and the establishment in Dallas of many branch plants of national concerns.

Dallas County has been exceedingly fortunate in the war industries it has secured. Without exception these industries will be able to continue operating on peacetime products with a minimum or

change over necessary both in products and in equipment. The county's leading war industries are engaged in the manufacture of aircraft and airplane parts and equipment. It is generally conceded that the aircraft industry will be the field of greatest industrial expansion after the war in comparison with prewar conditions. It is not expected, however, that all of the wartime capacity of the aircraft industry will be needed to supply peacetime markets. Modern aircraft plants, however, because of their design and equipment, are readily and economically converted to the manufacture of a great many other products. It is therefore reasonable to expect that any aircraft plant capacity in Dallas County that is not utilized for the manufacture of airplanes and airplane equipment after the war can and will be quickly converted to other peacetime products.

## Local Industries Expand

Many local industries, because they were successful in getting war contracts, have expanded, in some instances to many times their prewar size. Most of these industries are now engaged in postwar planning that calls for full utilization of their increased capacity in the production of their prewar products, and the manufacture of new and improved products now being designed and tested. Some of Dallas County's war industries were established by local wholesalers or distributors who before the war had never engaged in manufacturing. In every instance, as far as the information is available, these industries will continue to operate after the war making peacetime products on which volume business has already been built up.

Another logical source of postwar industrial expansion in Dallas County is the conversion of wholesale houses and distributing branches of national concerns in Dallas to manufacturing operations, producing here the goods they have in the past shipped in from distant plants at high freight and warehousing costs.

It is known that many big national concerns, when they reconvert their manufacturing facilities to peacetime production, expect to decentralize their manu-

facturing through the establishment of regional branch plants. Each of these plants will be located to serve a well-defined major regional market, and Dallas possesses all the essentials for successful manufacturing and distribution to Texas, Oklahoma, Arkansas, Louisiana and New Mexico.

Regional branch plants usually result in lower production and distribution costs, closer contact with markets, greatly increased sales volume, larger net profits. But more important, they are the best known safeguard against production stoppages due to labor disputes. With postwar labor conditions wholly unpredictable, few executives of national concerns feel they can afford not to take every possible precaution. The necessity for reconversion will give them an unparalleled opportunity to redistribute their productive capacity at minimum cost and with no dislocation of production schedules as would happen if such redistribution were attempted under normal conditions with plants operating on peacetime schedules.

## Dallas Offers Advantages

Dallas County has much to offer national concerns seeking locations in this area for regional branch plants.

War industries in the county have trained some sixty thousand men and women, most of them wholly new to industry. Already these workers have established outstanding production records. All the larger plants have won the Army and Navy E in record or near record time. Labor has proven itself intelligent, loyal, eager to learn, easily trained, highly productive. At equal wages, unit costs in Dallas war industries are far below national averages. No disputes have marred delivery schedules. Many plants are open shop. All labor has been immune to radical influences.

Population growth throughout the Dallas area has been phenomenal as have been increases in buying power and sales volume. Most of these gains are expected to be permanent. Discovery and development of natural resources to meet wartime needs have produced important new sources or raw material for industry.



**DALLAS-MADE BOMBERS . . .** Final assembly line for giant B-24 Liberator heavy bombers, built by the Texas Division of North American Aviation, Inc., is shown in this photograph. The Texas Division also manufactures P-51 Mustang fighters and Texan combat trainers.

many of which have never existed in this area before, including iron and steel, aluminum, magnesium, tin, and numerous chemicals. Demands of war plants have caused the expansion of power facilities, providing large new sources of energy for postwar industries, at rates that compare favorably with any other industrial section.

The new city plan, now being prepared, is giving particular attention to the designation of certain outlying districts as industrial areas, where large industries will find immediately available all the facilities they require in a plant location. Extension of utility systems, street extensions, and street widening plans, and the establishment of expanded public transportation services will all keep in mind the necessity for large outlying industrial areas throughout Dallas County where new industries may locate.

In distribution facilities and established service, Dallas can offer industry more than any other city in the Southwest. Long the leading distributing center

in the Nation, the huge tonnage produced daily by Dallas' industries and distributors has the practical effect of fixing the schedules of transportation agencies serving this area, and twelfth most important in the Nation, the huge tonnage produced daily by Dallas' industries and distributors has the practical effect of fixing the schedules of transportation agencies serving this region. Both freight and passenger schedules are based on Dallas, departure time after the close of the business day being fixed to give the greatest possible overnight coverage. Highly developed distribution services and central location give Dallas an advantage in speed of delivery ranging from twelve to eighteen hours faster than cities less centrally located or with smaller volume on which to build schedules and service.

Postwar plans call for taking full advantage of changing conditions in industry, to the end that Dallas may shortly become the center of manufacturing for the Southwest as it long has been the supply center.

## Publication Praised

Praise for a brochure issued by the Industrial Department has been received by General Manager Ben Critz of the Dallas Chamber in a letter from Oscar Monrad, executive vice president of the New Haven, Conn., Chamber of Commerce, excerpts from which follow:

"Your publication, *The Dallas Southwest*, was received on Friday. I took it home over the weekend to give it quite thorough study and analysis. You certainly can be proud and pleased with this publication. I am sure it will be of great value and assistance in the industrial development work in your area. It is one of the best compilations of city and area information that I have had the pleasure of viewing. I very much appreciate your thoughtfulness in permitting me to have a copy.

"When and if we get out anything that will be of interest, I will see that you are on our mailing list. We have added your name to our Industrial Folder list."



# Eighth Service Command's First Anniversary in Dallas

**H**HEADQUARTERS Eighth Service Command came to Dallas one year ago.

Since December 1, 1942, the biggest business in the world, that of the Army Service Forces, has been carried on in five states of the Southwest from Major General Richard Donovan's headquarters in the Santa Fe Building.

The installation has seen many changes—in organization, in personnel and in the addition of new responsibilities—since it left Fort Sam Houston where it had existed for 30 years under the names of the Southern Department, Eighth Corps Area and Eighth Service Command.

From the 19 floors of one of Dallas' largest office buildings are administered Army Service Forces activities in Texas, Louisiana, Arkansas, Oklahoma and New Mexico. There the directors of divisions and the chiefs of branches supervise and coordinate the supply and service work of the Army as it exists at every post, camp and station in the five states. Problems of Ordnance, Quartermaster, Engineers, Transportation, Medical, Chemical Warfare, Judge Advocate, Finance, Personnel, Army Exchanges, Internal Security, Public Relations, WAC, Chaplains and other branches are dealt with.

Since the staff cars and the jeeps began parking on Commerce Street and a miniature Army post went up at Young and Austin Streets to house the Headquarters Detachment of enlisted men, the Army has had its impact upon the community life of Dallas.

Officers and men and their wives and families have become part of the community, as the city extended its welcome. Of those established here temporarily, many will become permanent citizens. They are busy in our churches, in our civic clubs and societies, and they have supported all community movements.

The Headquarters, military and civilian personnel, contributed substantially to the War Chest in the recent campaign. and invested, in addition to payroll deductions, the sum of \$232,707.75 in War Bonds which went to swell the Dallas County purchases.

Personnel of the Headquarters has



MAJOR GENERAL RICHARD DONOVAN

given loyal support to such projects as the Starlight Operettas, the lecture courses and the educational work of clubs and federations, and to all the varied activities which make up Dallas' community life.

Officers' wives have been busy in war work, both volunteer and in industry. They have joined hands with Dallas women whose men are far from home, in other cities of the nation and in far countries, to hasten the day when all families can be reunited.

The presence of the Army has been felt in many ways. Dallas store windows display Army clothing, Dallas hotels have been hosts to thousands of Army travelers here for temporary duty with the headquarters, and restaurants have extended themselves to meet the demands placed upon them.

All this increase in activity in the city has not been due alone to military personnel. Many civilian employes of the headquarters came here when the offices moved, and hundreds of clerical workers were hired here.

City housing authorities have labored to provide homes for these workers as well as for the Army officers and their families.

Dallas has come to know the Army better than it did a year ago. Its contact has been personal, as well as in many business ways. Scarcely a family, and hardly a business organization, has gone untouched by friendships or dealings with the individual Army man.

The city has listened to the headquarters' radio program, "What's Your Name, Soldier?" on Saturday nights, and many have visited the studios of WFAA to see how the broadcast, which has gained national recognition, is done. The Headquarters Band has marched on our streets. Officers have spoken of Army affairs on many occasions and before many groups. Many hundreds of Dallasites became better acquainted with the things the Army Service Forces do for the soldier when they attended the Army exhibit in the Titcher-Goettinger auditorium in October.

For the Eighth Service Command is the operating agency of the Army Service Forces, and within it are the agencies which make or procure the Army's supplies, pay its bills, keep its books, employ its civilians, induct its soldiers, design its weapons, transport its troops and supplies, build and operate its camps and their utilities, handle its communication, nurse its sick and wounded, bake its bread and issue its food and clothing, make its maps, guard its prisoners, and operate its courts.

Those who have had Army business in the Southwest have come to Dallas during the last year. Latest big gathering of Army men was November 19, when the headquarters and the city were hosts to repairs and utilities officers from all over the country assembled at the Baker Hotel for a three-day utilities conference.

Among the War Department officials who have visited this city are Major General Myron C. Cramer, Judge Advocate General of the Army; Major General Norman T. Kirk, Surgeon General of the Army; Major General William N. Porter, chief of the Chemical Warfare Service, and Major General Irving J. Phillipson, head of Army Emergency Relief.

Within the Headquarters there have been many changes in personnel through promotions, transfers and retirements.





# WASHINGTON

BY DALE MILLER

Representative of the Dallas Chamber of Commerce  
in the Nation's Capital

## Now It Can Be Told

NOW that Dallas' manpower difficulties have been resolved, at least insofar as any such mutable problem can be said to be resolved, a sidelight on the situation from the Washington point of view may be of interest. Chamber of Commerce officials and committees did



DALE MILLER

such an excellent job in straightening out this labyrinthine puzzle that the whole story is more or less familiar to the people of Dallas, and I need not take the time and space to recapitulate events. But the Washington perspective on this problem is naturally different from that taken by the people of Dallas, and a brief report on the Washington angle may be in order.

All the while that Dallas committees were exerting every effort to forestall the imposition of Class I restrictions on the city, events of considerable importance were taking place in Washington, and the most important of these events could not be made public. Many conferences with high government officials were held in which I was permitted to participate but which, being off-the-record, I was not permitted to report publicly. Eventually it was found necessary to enlist the interest of the Truman Committee of the Senate, and a sub-committee was sent to Dallas to investigate conditions first-

hand. The failure of the War Manpower Commission to act on the findings of this sub-committee caused the whole committee to set the case for open hearing, and meanwhile Charles E. Wilson, vice-chairman of the WPB, flew to Dallas for a further investigation. Mr. Wilson's position supported those taken by the Truman sub-committee and Dallas business leaders, and at the subsequent hearing Chairman McNutt of the WMC agreed to modify Dallas' Class 1 designation.

These facts are well known to the people of Dallas, but what may not be as well known is the manner in which the Dallas situation became a *cause celebre* here in Washington. Dallas' primary interest in this matter of course lay in avoiding the rigid circumscriptions of a Class 1 labor area; it wanted and deserved a greater elasticity in order that its productive effort might be better utilized in the prosecution of the war. But Washington's interest lay elsewhere. Washington was not so much concerned with Dallas *per se*, as it was with determining how symptomatic conditions in Dallas were of conditions generally throughout the country. It is significant, for example, that the Truman Committee hearing was only a few minutes old when Mr. McNutt announced his intention to remove Dallas from Class 1, but the hearing really got under way after that as the Truman investigators extended the inquiry into manpower policies generally.

It is an ironical fact that a problem can become so complex and so ramified that the very essence of it is sometimes lost sight of. The essence of the manpower problem should surely lie in the full utilization of the nation's labor resources, but the Truman Committee hearing revealed the remarkable fact that in all the Washington bureaucracy there is no agency charged with the responsibility of seeing to it that labor within a plant is efficiently utilized. It would seem that the WMC should have such power, but apparently it has not, and if it has, it does not exercise it. A simple formula is followed: The War or Navy Department tells a manufacturer how much produc-

tion it wants, the manufacturer then tells the WMC how much labor it needs for that production, and the WMC then undertakes to supply that labor. Apparently there is no procedure to determine whether the plant needs that much labor, whether it can absorb that much labor if it hires it, or whether it efficiently utilizes the labor it already has before it hires more.

The War and Navy Departments cannot be blamed for their production goals; they know what they need to win the war. Nor can a manufacturer be unduly criticized if he sets his labor requirements too high; he is naturally anxious to meet the production schedule. But the Government was guilty of a serious omission in its war program when it failed to provide the machinery for a disinterested investigation of the labor requirements of such plants. The absence of such authority has created a serious situation not only in Dallas but in many parts of the country. High-priority manufacturers have in many cases preempted the labor supply, crippling the productive effort of other plants and thus hampering the war effort and weakening the national economy.

That condition is probably the most important disclosure of the Truman Committee's investigation of the Dallas dilemma. What can be done about it is another question. It would be capricious to blame any agency or industry or to magnify any isolated incident or example. Boiled down, it simply reflects the conspicuous absence of any sound and consistent labor policy in the prosecution of this war.

Business LIFE INSURANCE cannot prevent, but will compensate, the loss of a KEY MAN in your business.

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Chartered Life Underwriter  
Representing  
GREAT NATIONAL LIFE INSURANCE COMPANY

Your Home When Away  
From Home



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**Driskill Hotel**

W. L. STARK, Manager  
AUSTIN, TEXAS

# Fifty Years of Papermaking

**F**LEMING & Sons, Inc., the largest plant in the Southwest manufacturing boxboard and building papers, was established in 1893 by Mr. John G. Fleming when he came to Dallas from Oregon and purchased a small plant on the edge of Oak Cliff. Raised in the papermaking tradition of the progressive Northwest where the industry, even at that time was in a highly advanced stage, Mr. Fleming immediately began the improvements and innovations which have continued as a part of the manufacturing program of Fleming & Sons since that day, when the capacity of the mill was eight tons per week with a pay roll of five men. Today the weekly production is more than one thousand tons, and two hundred and fifty employees maintain day and night operations, seven days a week.

Associated with Mr. Fleming in those early years were his two sons, Walter L. Fleming and Ervin T. Fleming; and upon the death of the father the two sons continued the operation of the plant. In 1922 Walter Fleming died and Ervin Fleming, the president, had on his hands not only the obligation of carrying on the business in the high tradition of the Fleming name,

but also the training of the third generation, as each official of the firm has literally grown up in the industry. The executive personnel includes, besides the president: Joe B. Fleming, Secretary-Treasurer; John G. Fleming, Vice-President and Sales Manager; Ervin T. Fleming, Jr., Vice-President and Production Manager; and Walter L. Fleming, Jr., Assistant Production Manager.

The most modern and powerful machinery and equipment is used throughout the vast manufacturing plant where installation of a tremendous new power plant is the latest feature. A spacious new office building was erected in 1939, complete with library and recreation rooms. In a scientific and modernly equipped research laboratory, experiments and tests are continually being carried on to keep Fleming paper products up to the highest standards of the industry.

Because paper is so vital to the war effort, a great portion of Fleming production is now devoted to Government requirements for our Army and Navy. Paperboard in general, is an essential war-time product. A high proportion of direct military needs is shipped in paper-



**ERVIN T. FLEMING**  
*President, Fleming & Sons, Inc.*

board packages, and many essential civilian supplies, such as food, also require paperboard packaging. Paperboard in many cases is the cheapest substitute material available, and there is constant pressure to use it in replacing metal or wood in packaging and for many essential needs. The range of Fleming products also covers building papers of all kinds for construction purposes, including tar-saturated sheathing; WALLRITE, a decorated building paper for interior use; various carlining papers; including Tex-Craft and indented carlinings; and a wide variety of paper specialties, including egg-cartons in both standard and specially designed types.

*Below, an airplane view of Fleming Paper Mills, covering over 200,000 square feet. Pictured, left, is a section of the massive board machine, which is almost as long as the Magnolia Building is high. The Fourdrinier machine, making paperboard and building papers, is equally as long.*





## Industrial

(Continued from Page 71)

mation on the Dallas area and facilities at Dallas for manufacturing and distributing to Texas and adjacent States. Some ten thousand of the leading industrialists of the country have already been reached with three special pieces of literature published by the Department, and actual negotiations are under way in a number of instances looking to the establishment of important facilities in Dallas when conditions permit.

### POST WAR PLANNING

The Department is helping in the preparation of a postwar planning program designed to aid in the conversion of existing industries from war production to peacetime goods for which there is a market in this area. The purpose of this campaign, soon to be launched, is to maintain after the war, so far as is possible, the City's present level of industrial employment. All manufacturers of war materials will be urged to begin planning for reconversion through the development of new products, redesigning old products, a study of markets looking to an expansion of territory, and the utilization of new materials in both old and new products.

To acquaint manufacturers with materials made abundant by the war, such as plastics, aluminum and magnesium, clinics probably will be held. At such

clinics qualified experts will suggest practical ways of utilizing these materials in postwar products, in such a way as to better the product and lower its cost. It is planned also to furnish manufacturers expert advice on plant design, layout and equipment, so that concerns desiring to construct new plants or rebuild existing plants may have the benefit of the best technical information available.

The Department is also making a survey of industrial areas and potential industrial districts in the City's environs, to meet the expected heavy demand for factory sites after the war, particularly for large tracts suitable for industries requiring considerable acreage. City authorities have been requested, in setting up the new city plan, to designate several desirable areas for industrial development as a part of the master plan.

## Membership Department

(Continued from Page 10)

eral members of the Membership Committee during this campaign securing new memberships, and since that time has secured all other memberships. Every new membership secured during the past year has been either partially or fully paid for at the time the membership was secured.

The Public Relations Department has participated in, and has been concerned with, innumerable activities for the past

year, in addition to personal service rendered to new concerns desiring assistance in making advantageous contacts, and securing vital information and direction for their particular business.

The Public Relations Department has been very active in all military matters and observances, and has directed whatever activity that was permissible for the Highway Committee under the present regulations. The Public Relations Department has recently taken over direction of the "Controlling Careless Talk Campaign," and it is appropriate to say at this time that the Committee handling this campaign is making very satisfactory progress.

During the past year more favorable and complimentary comment, unsolicited, on the activities of this Chamber of Commerce has been heard, even more than in previous years.

## Military Affairs

THE Military Affairs Committee, composed of officers of the Eighth Service Command, the Fifth Ferrying Command, Naval Air Station, R. O. T. C., and in fact all branches of both of the Armed Forces, together with civilians — most of them with previous military experience — has for the past year participated in numerous projects of military importance, and has taken an active part in or sponsored every military observance held in Dallas. The Military Affairs Committee has for the past several years cooperated with the commanding officer of the R. O. T. C. in its entire program, realizing the importance of this institution for the welfare and training of our young men.

The Military Affairs Committee some time ago sponsored a movement in behalf of the veterans endeavoring to secure employment upon their discharge from service.

This committee has interested itself in the welfare of the Texas Defense Guard in an endeavor to recruit men for this particular service.

The committee has on several occasions interested itself in the program on social matters as it reflects on the morale and health of the personnel in all branches of the service.

The commanding officers of the Army Military Police and the Navy Shore Patrol have kept this committee advised of conditions within the Dallas area with a view to securing its cooperation, which was readily granted, in improving entertaining facilities for both the resident and transient service men.



## Just a Step Ahead...

making strides into the future with post-war planning. Our boxes made THEN will have all the advantages of better strength and construction, learned by GAYLORD through our part in the war effort NOW.

## Gaylord Container Corporation

Corrugated Boxes

DALLAS, TEXAS

# *Save Your* **WASTE PAPER**

REMEMBER, waste paper is salvaged and made into paper boxes, cartons and shipping cases needed to send endless supplies to our Armed Forces, and for essential civilian needs.

Emergency Food Rations are shipped everywhere in paper containers.

Vital Red Cross supplies... food for American prisoners of war... are hurried to the four corners of the earth in paper containers.

And waste paper is made into actual implements of war, such as bomb bands, wing tips, airplane signals, parachute flares and shell containers.

Here on the Home Front, too, innumerable essential civilian and wartime items are handled in paper containers and cartons. Food... clothing... defense plant supplies... are shipped in cases, boxes and containers made from the reclaimed waste paper which you can help salvage.

## *Save*

NEWSPAPERS... MAGAZINES  
CARDBOARD BOXES, CARTONS AND SHIPPING CASES  
PAPER BAGS... WRAPPING PAPER  
LETTERS, ENVELOPES AND OTHER ADVERTISING MATTER  
OLD RECORD FILES  
CONTENTS OF EVERY WASTEBASKET  
ANY KIND OF WASTE PAPER... EVEN SUCH ITEMS AS OLD  
LAUNDRY BOXES, BREAKFAST CEREAL BOXES AND CIGARETTE  
PACKAGES ARE RECLAIMABLE

*(For disposal of waste paper, etc., call Lakeside 4111)*

This space was contributed by  
**FLEMING & SONS, INC.**

## Manufacturers-Wholesalers

(Continued from Page 7)

to 45,000 buyers throughout the United States. This National advertising brought recognition to the Dallas Market of a National scale, which was not anticipated when the section was first contracted for. The section includes half-page ad from this Association and twelve pages of editorial advertising from manufacturers and wholesalers in Dallas, matched page for page by editorial matter.

It also took a series of four ads in "Women's Reporter," which is a National magazine, with the thought in mind that, to the exclusive buyer, we could break down the general opinion that Texas is a section of the Wild West undeveloped. In these ads we endeavored to show that we lead in beef production, but we also manufacture ladies' hats; that we produce a major portion of the oil of the world, but we manufacture ladies' play suits; that we produce airplanes, but also manufacture ladies' dresses; that we produce synthetic rubber, but also manufacture ladies' slack suits and work garments.

The Department is vitally concerned with the various War agencies, including WPB, OPA, WMC, ODT, WLB, etc., and the members of the organization are kept posted on the various distributives issued by these bureaus, which affect the manufacturers and wholesalers. On one Dis-Price Administration, No. 287, we have

this year, so far, held 82 committee meetings.

At present the War Labor Board has asked the Manufacturers and Wholesalers Association to gather statistical information from 150 manufacturers in Texas, Oklahoma and Louisiana in an endeavor to stabilize wage rates for the clothing industry, and we are acting as a clearing house for the manufacturers of these three states.

This organization has always cooperated with the Chamber of Commerce in taking out our Annual Good Will Tours each year, since 1900, but we were forced to postpone the trip this year because transportation facilities were not available. Therefore, the business men of Dallas, in order to keep their contacts with their customers throughout the trade territory, bought thirteen radio programs on fifty-six different radio stations, advising their customers that merely because we could not get our transportation facilities we had not forgotten them, but were telling them "hello" through the medium of the radio, and immediately after blasting the Axis with our "bonds and bombs," we would return to their localities and visit them personally. This program was paid for by the former members of our Annual Good Will Tours.

The Association was asked to assist in getting the underwriting for the "Starlight Operetta." After they had enthusiastically endorsed its presentation, the Manager of this Department personally contacted the underwriters and obtained their signatures for this undertaking.

Due to the rationing of gasoline and the rubber shortage, traveling salesmen representing Dallas firms are unable to cover the territory or contact their customers as they have in the past. Therefore, our transportation refunds have increased about three times over the preceding year. This is occasioned by the tributive alone, issued by the office of

fact that the retailer is able to visit us when our salesmen are not at liberty to travel their territory and contact their customers.

The correspondence through inquiries from retailers throughout the entire United States has increased at least 50%. We have inquiries from national organizations, from buying agencies, and from independent stores all over the country, which are caused by two conditions—one the scarcity of merchandise, the other our National advertising.

The Department has issued two directories this year, one of them a directory of children's and ladies' apparel, including the various price ranges of each manufacturer, also the size ranges; the other directory is a directory of Dallas Manufacturers, which includes the approximate number of employees, the exact commodity manufactured, the street address and the telephone number.

The Department assisted the Texas State Manufacturers Association in a protest of high rates on workmen's compensation which involved millions of dollars, and through the efforts expended have already received a reduction in rates and we anticipate a greater reduction.

The Association appointed a Planning Committee to advise with Mr. Harland Bartholomew, recently appointed Planning Engineer for the City of Dallas, and with Major E. A. Wood in an endeavor to secure a solution to the problem of where we might hold our various showings in the down-town area. These various showings would include shoe shows, gift shows, hardware shows, apparel, etc.

The Annual Banquet of the Manufacturers and Wholesalers was held December 8, presided over by President Chas. A. Moore, at which time five new directors were elected.

The Department sponsored and assisted the Senate Committee on smaller war plants, meeting at the Adolphus Hotel, which resulted in greater benefits to some of our members.

The Department assisted in publishing two magazines, which have National distribution, advertising the City of Dallas as a complete market.

Various requests from chambers of commerce throughout the country have been answered and assistance given them.

The various Government depots and Army Camps have called on us for wholesale purchases, in which we have assisted.

We have endeavored at all times to disseminate information to the manufacturers and wholesalers in order to keep them in compliance with Government regulations as they appear.

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### Looking Back...

we see a year devoted to important war work as well as to morale-building civilian business.

### Looking Forward...

we plan a schedule of war work to help bring Victory nearer; we intend to carry on our regular business with our customers' cooperation and patience.

## STANDARD FIXTURE, INC.

Factory, Office, and  
Showroom  
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## *We've Helped Many Grow Into Sturdy Enterprises*

During this bank's more than forty years of service to Dallas, many businesses have grown large from small beginnings.

Some of these enterprises, all of which have been factors in the growth of this community, were customers of this bank when they started, usually with just an idea and lots of determination.

They found cooperation in this bank that helped them over the rough spots.

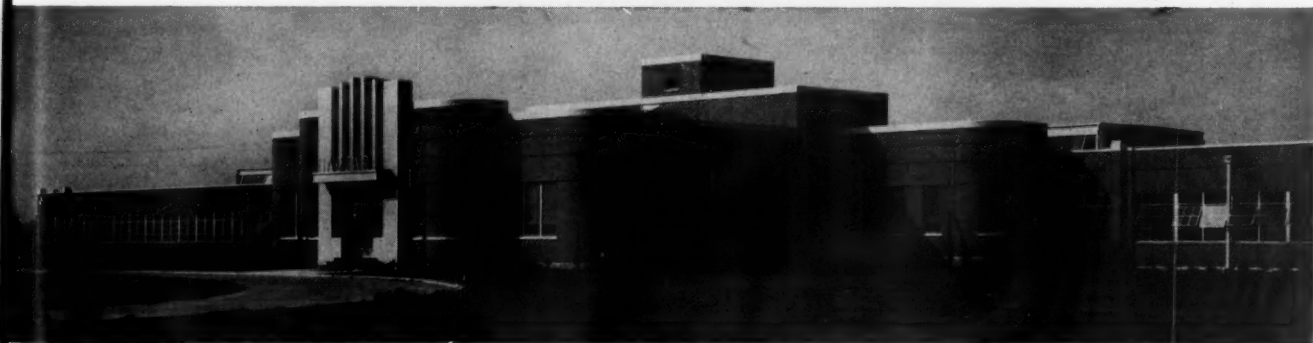
That friendly interest, that eagerness to extend every service, that dependability, keep this bank going forward as our customers and the community go forward.

# DALLAS NATIONAL BANK

MEMBER  
F. D. I. C.

**Our 40th Year of  
Progress with Dallas**

MEMBER  
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## *Yuletide Greetings*

*A Merry Christmas and Happy New Year to All*

## HAGGAR COMPANY

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6113 LEMMON

Factories: Dallas ... Greenville ... Waxahachie

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## Washington Office

(Continued from Page 8)

nity property system was to insure that the bill contained nothing prejudicial to community property. The report accompanying this bill stated clearly that it made no change in existing law with respect to community property.

If community property should escape unscathed in the present tax bill, it will encounter another potential danger early in 1944. A "simplification" tax bill will likely be considered at that time, its purpose being to simplify the nation's tax laws and provide a greater degree of uniformity. Despite the undeniable soundness and integrity of the community property system, any bill in Congress

which seeks to make the nation's tax laws uniform will of course throw a spotlight on the peculiarities of this system in effect in eight states.

### (2) THE TRINITY RIVER

This important matter lay more or less dormant during the first few months of 1943 because the Rivers and Harbors Committee felt it was not a propitious time to prepare an omnibus river and harbor bill. Consequently, just prior to the Congressional summer recess, friends of the Trinity program successfully arranged for the flood control features to be transferred from the Rivers and Harbors Committee to the Flood Control Committee, which was in process of considering a flood control bill. When Congress reconvened in September, however, more attention began to be directed toward post-war planning and the Rivers and Harbors Committee decided to prepare an omnibus bill for submission to the Congress. Advocates of the Trinity then prepared for a hearing to present the Trinity case, particularly in view of the fact that the Association of American Railroads had listed the Trinity among the projects which it intended to oppose. After some conversations, however, the railroads agreed to withdraw their opposition if the Trinity items in the bill were confined to the engineering report, which calls for the approval of flood control provisions and a 9-foot channel up to Liberty. Advocates of the Trinity agreed to this limitation for the time being, and the Trinity hearing before the Committee was held without incident. It is the belief of the Trinity proponents that the comprehensive Trinity program can be more effectively promoted once the project is definitely under way. Particularly is this true when it is realized that adoption of the engineering report carries with it a tacit endorsement of the overall plan.

Meanwhile the flood control features of the program have remained before the Flood Control Committee. While this is a duplication, it is also insurance. Hearings before both committees are proceeding rather leisurely, since neither committee expects to report out a bill until some time after the first of the year.

Determined to overlook no phase of the Trinity program, we have been investigating various approaches to the problem of strengthening and rehabilitating the levees at Ft. Worth and Dallas. Although improvement of these levees is incorporated in the Trinity program before both committees, it is possible that this work may go forward without further Congressional authorization by using emergency funds for flood control already provided by the Congress. A decision on this matter has not been reached at this writing.

As the war draws nearer a close and the attention of Congress is directed more and more toward post-war planning, the Trinity issue can be expected to become much more active. The year 1944 should be of great importance in so far as the Trinity River program is concerned.

### (3) MANPOWER

Probably no problem has been more widely publicized in Dallas in recent months than the manpower situation. The dramatic story of Dallas' designation as a Group 1 labor area and subsequent reclassification into Group 2 is so familiar to the people of Dallas that it needs no elaboration here. Suffice it to say that the Washington office of the Dallas Chamber of Commerce has been exceedingly active throughout this controversy, keeping in close touch with high officials in both the legislative and executive branches of the government, and doing everything possible in Washington to bring about a desirable solution to the labor situation. This has been one of the most complex, delicate, and confusing problems with which your Washington representative has had to deal. It remains very much an alive issue and its ultimate solution will be determined largely by impending changes in national manpower policies.

Although these three important matters more or less dominated public interest in Dallas, there have been others almost as important. Among the latter are the Midway Airport and Highway 183, both of which are still very much in the public eye. Your Washington representative cooperated with Dallas

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Chamber of Commerce committees and city officials of Dallas in presenting Dallas' case with regard to the Midway Airport. Every effort was made at this end of the line to advance the best interests of Dallas in this controversy. With respect to Highway 183, efforts are now being made to secure approval of the War Production Board of plans to complete this important project. An appeal from an adverse ruling of the Non-Industrial Facilities Committee is now being prepared and will be strongly presented at an early date.

There have been many miscellaneous problems arising during the year, many of them of considerable importance to Dallas. The Washington office of the Dallas Chamber of Commerce has been active, for example, in such matters as the transfer of the 10th Civil Service District from New Orleans to Dallas; the selection of Southern Methodist University as a school for Navy trainees; the possible designation of Dallas as an air port of entry; the support of various applications by airlines operating in Dallas before the Civil Aeronautics Board, such as Delta's new service to New Orleans and Braniff's proposal for a Lubbock stop; and so on. Also deserving of mention is the assistance given manufacturers of work clothing in Dallas in the working out of a number of complex problems arising from W. P. B. and O. P. A. regulations. Reference should also be made to continuous investigation of possibilities for industrial expansion in Dallas, such as the possible construction of a rubber plant, aluminum mill, and government hospitals, although the critical labor situation in Dallas temporarily discouraged further industrial expansion.

Too numerous to mention have been the occasions in which your Washington representative has endeavored to assist Dallas businessmen and business concerns in working out their complicated problems involving governmental regulations. This important phase of activity here will doubtless become more important during the months and years ahead as the nation moves from a war program into a broad peace-time economy. Dallas' relative position economically will doubtless depend in large measure upon the manner in which the transition from a war-time to a peace-time economy is brought about. The Dallas Chamber of Commerce is already rendering a notable service in this direction, and your Washington office hopes to be of some modest assistance.



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**RAUSCHER, PIERCE & COMPANY**  
I N V E S T M E N T S E C U R I T I E S



## Transportation

(Continued from Page 10)

transportation field due to the war emergency in that many rules and regulations have been promulgated by federal agencies such as the Office of Defense Transportation. The orders from this bureau affect not only the carriers direct but shippers also. In order that interested parties may be kept advised as to what these various federal transportation agencies were doing, copies of their orders were reproduced and we mailed out 3,026 such letters.

Your manager attended 52 meetings this year of different organizations, committees, etc., with which we are affiliated. This is done in order that we may not only keep up with the affairs here but have an over-all picture of what is going on in the traffic and transportation field elsewhere. There were 265 letters mailed out introducing Interstate Commerce Commission service orders affecting traffic and transportation; 13 classification matters were handled.

The Transportation Committee of the Dallas Chamber of Commerce, consisting of fourteen members, representing various industries in this city, two attorneys specializing in traffic and transportation matters and a representative of the post office to advise with us on mail and parcel post matters, supervised the activities of this department. They keep up to date

on all matters that might affect the interests of this city and give plentifully of their time without thought of remuneration other than a feeling that they have had something to do for the community.

This committee averaged over one meeting a month handling a variety of matters such as numerous federal bills that would affect all modes of transportation as well as directly and indirectly affecting the movement of merchandise. These bills were thoroughly analyzed and where necessary proper recommendations made and transmitted to our representatives in Washington for direct handling with Texas senators and representatives.

They also gave consideration to a number of Office of Defense Transportation Committee orders and where they felt they would adversely affect the community proper representation was made to that bureau. The committee gave consideration and it was handled with their authority the following matters before carriers and later on with the state regulatory body and the needed change accomplished 100 per cent:

Application filed by Houston and Galveston breweries requesting that transportation costs from their plants be reduced from 22½ per cent of first class to 20 per cent and in specific instances to 4 cents less than 20 per cent of first class rate. The manager appeared before the Railroad Commission of Texas and was successful in securing the same relative adjustment for the account of our breweries located here.

At the request of a tin can manufacturer located in the city representation was made to carriers and before the commission requesting that they permit the movement of boxes, tin lined, shipped to a defense plant for the further movement of ammunition and bombs at the rates in effect on the individual article.

At the request of industries located in the city of Dallas the question of securing reduced rates on buffing or polishing compound was successfully handled with a result that the rates were reduced from third class to fourth. Also at the request of Dallas industry we secured the same rating on window glass boxes, empty, returned from Dallas and Shreveport, La., as is in effect from Waco, Texas.

All of these matters represented 100 per cent accomplishment and due credit should go to the Transportation Committee. We still have pending before the state regulatory body one or two matters which we hope to handle satisfactorily to all interests concerned.

We advised in previous reports carriers filed what was known as the Thirteenth Section Case against the Railroad Commission of Texas in which it was alleged that the failure of the Railroad Commission of Texas to authorize an increase of 6 per cent in rates on intrastate traffic at the time they were made applicable on interstate commerce was discriminatory. The contention of carriers was sustained by the Interstate Commerce Commission which ordered the 6 per cent increase into effect on Texas traffic. However, after these increases were in effect a short time formal request was made by government agencies and others to the Interstate Commerce Commission that they review their previous action and find that there is no further need of the 6 per cent increase. The commission sustained these petitions and temporarily cancelled their order with a result that the Texas intrastate rates were reduced 6 per cent. Their order, however, was to apply only until December 31, 1943. At the present time an investigation is being made by the Interstate Commerce Commission with a view of ascertaining whether or not any change has taken place in the revenue of the transportation agencies that would either justify the continued discontinuance of this increase of 6 per cent or if the present final date of order as of Dec. 31 should be carried forward until July 1, 1944. Since this was written we are advised that the further elimination of 6 per cent on transportation costs has been set to a date terminating July 1, 1944.

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Dentist

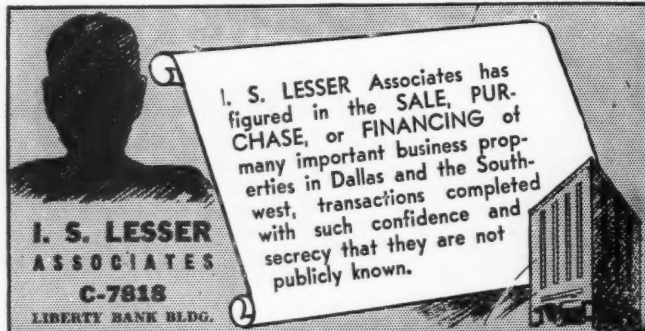
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west, transactions completed  
with such confidence and  
secrecy that they are not  
publicly known.

# 1869-1943



## 74 YEARS IN TEXAS

### TODAY

Padgitt Bros. occupy their own five-story building at 1020 Commerce Street, extending through to Jackson Street, where they manufacture or distribute many products, including saddles, harness, cowboy belts, work and dress shoes, cowboy boots, shoe findings, upholstery material, paints, trunks, luggage.

### RETAIL DEPARTMENT

In Padgitt's large retail store on the ground floor will be found one of the finest and most complete lines of luggage in the Southwest, including the famous, nationally advertised Wheary lines, sold exclusively in Dallas by Padgitt Bros.

In addition to trunks and luggage, this retail store also carries sporting goods, leather novelties, and gift items too numerous to mention.

IT was in the year 1869, 74 years ago, that W. C. Padgitt and J. D. Padgitt opened saddle shops in Bryan and Corsicana, Texas. Five years later, in the boom that followed the railroad's coming, J. D. Padgitt moved to Dallas and started business in a small building on the west side of the courthouse square, on the banks of the Trinity River.

In 1875 W. C. Padgitt joined his brother in Dallas and the partnership of Padgitt Bros. began. The history of Padgitt Bros. is closely related to the early development of Texas, is filled with the treasured memories of pioneer men and institutions. In the heyday of the Chisholm Trail, Padgitt's cowboy saddles and other leather goods were well known on the plains of Texas. Long before the days of the automobile, Padgitt saddles and leather goods were being shipped throughout the world, were known on the pampas of the Argentine, the steppes of Russia, the plains of Arabia, wherever men knew and appreciated fine leathers.

Today, as in the early pioneer days, the name Padgitt on saddles, harness, luggage and other leather goods is an assurance of quality materials, expert craftsmanship, authentic styles, and long-time endurance.

## Padgitt Bros. Co.

1020 COMMERCE STREET.....DALLAS

**"Fine Leather Goods Since 1869"**

## Financial-General

(Continued from Page 10)

Accounting statements, comprised of a balance sheet, income and expense statement, comparative monthly as well as cumulative figures of expenses and budget and other detailed information have been compiled monthly in this department for the directorate as a necessary guide to perfect control of finances. This is a part of accounting procedure and does not differ from applied practice in all larger institutions where accounting is applied.

The receivables and payables of the Dallas Manufacturers & Wholesalers Association, the Dallas Insurance Agents Association and our monthly publication, DALLAS, have been handled by this department.

Our membership accounts will compare favorably with last year and more

favorably than had been hoped for. In 1942 we had on our books 1,011 single members (171 being Industrial Expansion) and 549 budget members (12 being Industrial Expansion). This year we have to date 1,023 single members (151 being Industrial Expansion) and 550 budget (12 being Industrial Expansion). It would appear our membership is larger in 1943 but this is only true as to the number of memberships. From a standpoint of assessments 1943 will show approximately \$3,200 less than in 1942. Credit, of course, for this favorable showing goes to the manager of our Membership Department. We are responsible, however, for recording and the collection of these dues and can report that most of these accounts on the books now are current and some of them are prepaid.

In 1942 it was necessary to charge off almost \$3,500 as uncollectible. Of this amount we have been able to recover this year \$632.41. After going over the membership accounts we anticipate a charge off to bad debts this year of less than \$1,000.

DALLAS Magazine will show a profit for the year that should exceed 1942. The profit for 1942 after deducting \$666.77 for bad advertising accounts carried over from previous years, amounted to only

\$165.28. This year we have only several accounts we feel uncollectible and they will amount to less than \$50. Profit for the nine months of 1943 amount to \$1,160.18 and we should at least break even on the next three issues and expect to make a profit on all three.

This department has, of course, complied with the government regulations regarding social security, victory and income tax deductions from the salaries of employees and has set up subsidiary records to substantiate these deductions and has made all the necessary government reports on time. For the benefit of those desiring to withhold from their salaries amounts for the purchase of war bonds we have made such deductions and have purchased and delivered bonds to the employees.

Purchases from some 250 member firms have been made and we have tried to prorate these purchases as equitably as possible.

We owe to the membership an unbiased financial report at the end of the year and we follow the accepted custom of having an outside audit made of our books and report to the board. They may point out some of our shortcomings but as a rule the report will reflect to the credit of the management.

Reservations were handled for the Colonel Hobby luncheon and the dinner honoring Eric Johnston, both of which were sponsored by the chamber. Reservations for approximately 300 meetings in our building were booked during the year. In a small way we have assisted with the annual election of directors.

A representative of this department has operated the Housing Bureau at one of the hotels each Saturday night and has also given assistance at some other times to transients having difficulty in securing rooms for the night.

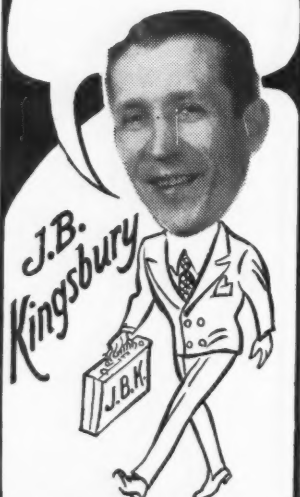
The PBX board has handled efficiently and courteously a great number of calls. There are 27 active stations and 10 trunk lines servicing the various departments of the chamber and affiliated organizations located in the building. The average number of calls per day will amount to 800 and on special occasions this average will exceed 1,000. A conservative estimated number of calls for the year will be 300,000.

### PRINTING AND MAILING DEPARTMENT

Outgoing mail for the year, 230,292 pieces; incoming mail, 55,659 pieces.

Printing done for the year from Nov. 1, 1942, through Oct. 30, 1943, 315,949 pieces.

"In spite of manufacturing and transportation difficulties, Kingsbury's present the largest stock of men's furnishings in their entire history."



Open Late Evenings



113 NORTH ERVAY,  
BETWEEN MAIN AND ELM

## You Create A Business

**INSURANCE is the  
then necessity**

Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.



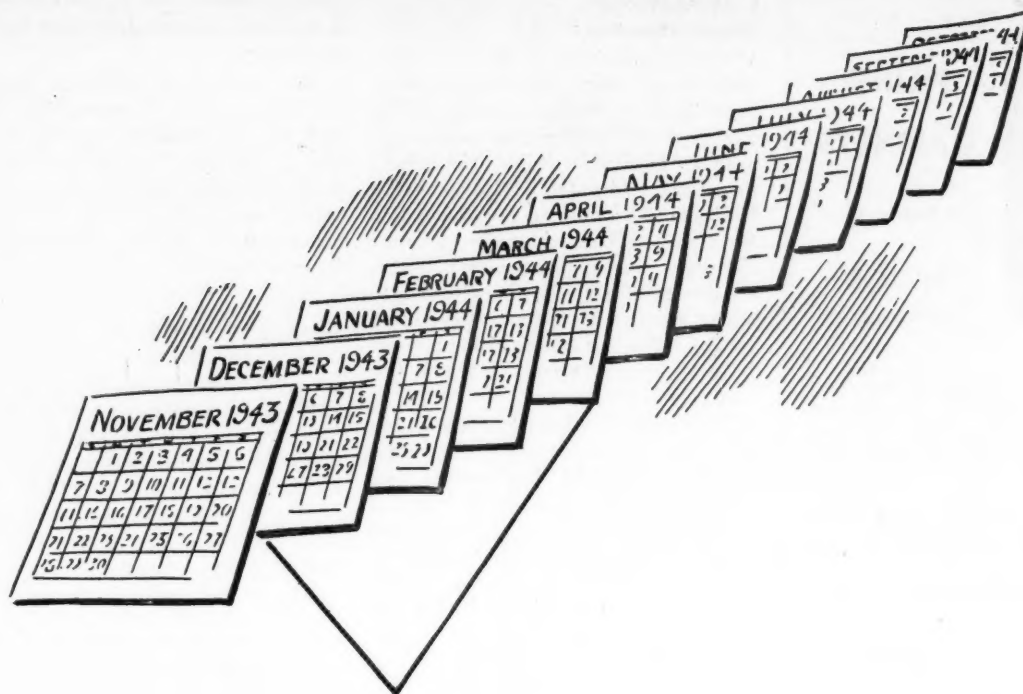
**CRUGER T. SMITH**

General Insurance

R-8624

Magnolia Building





# READY for the PEAK volumes of Gas during the next four months

Most industries have their peak loads, but when they are unable to meet them, the excess demand is carried over. Unlike these others, the Natural Gas industry cannot predict when its cold weather peak days will come, nor how long the peak will last. And, whatever the peak demand, it must be met. Otherwise some gas users would suffer.

During the next four months Texas temperatures may range from zero to around 80 degrees. For such changes Lone Star must be prepared. The work of nearly 3,000 employees is planned and organized on a year around basis to meet these peak loads. For instance, during the past few

months, a new 35-mile pipeline was laid from Alma in Ellis County southeast to Cayuga to tie in new supplies to our pipeline network. The line was built with pipe reclaimed from other sections on the system. The work was part of a complete get-ready-for-winter program.

As far as Lone Star engineers and production men can see, Lone Star System will be able to meet the wartime demands again this winter. A 4,800 mile interconnected pipeline makes gas available from over 1,000 wells in more than 75 different fields.



## LONE STAR GAS COMPANY

Transporting and Distributing Natural Gas for War Plants, Business and the Home



## FILING CABINETS

Made of  
**WOOD**

Yes, steel has gone to war, and that means steel filing cabinets are out for the duration. But that doesn't mean you can't get filing equipment.

Stewart has filing cabinets made of wood, which serve the purpose and look like steel cabinets. See them at 1523 Commerce Street.



## Conventions

(Continued from Page 8)

With its good hotels, theaters, night clubs, sport events and other entertainment facilities, Dallas is thronged each week end with service men from camps over a rather wide radius. Throughout this year the Chamber of Commerce has had one of its staff operate a Housing Bureau at one of the hotels every Saturday night, to which the various hotels refer service men and civilians unable to secure rooms. This bureau checks every hotel carefully for vacancies and also has a list of desirable rooms for rent in private homes.

The many cooperative marketing events the past year arranged to avoid the crowded week ends. They have been exceptionally well patronized. Because of the gasoline and tire situation and crowded transportation lines, representatives of factories are handicapped in visiting and serving retailers. Likewise the number of retailers accustomed to making trips to far-distant markets has been greatly reduced, the Dallas market and the showrooms in the hotels during these cooperative marketing events being attended instead.

Substantially supplementing the direct financial benefits from convention visitors, are the magazine publicity, convention by-lines in newspapers, and the

favorable reports on Dallas and Texas that pleased conventioners take back to their homes.

The Chamber of Commerce Convention Department assists conventions along such lines as publicity, registration, advice on program features, housing and the like. Promises have been secured from several organizations to hold Victory Conventions in Dallas "when the lights come on again—."

## Foreign Trade

(Continued from Page 7)

ers spent \$537,600.20 in Dallas during 1943. While this was not a large increase over 1942 in dollar volume, it really is noteworthy when one realizes the difficulties encountered at the present time in obtaining any type of merchandise. Foreign buyers bought such items as ladies' ready-to-wear, gifts, glassware, station wagons, electrical equipment, road machinery, toys, second-hand motors, airplanes, cotton gins, etc. Foreign buyers sold to domestic importers such products as henequen, candy, castor oil, silver jewelry, toys, chocolate, shoes, Christmas decorations, liquor, lumber, woolen and cotton materials.

We are constantly receiving letters from exporters in foreign countries who are making postwar plans and desire to make connections with firms that will be interested in handling their products in this country. A number of our members have made some very nice business contacts through this service.

Our records reveal that a total of 1,010 letters were written answering inquiries regarding various types of products and information in general.

During the past year the Foreign Trade Department of the Dallas Chamber of Commerce has again grown in importance in the minds of a very large number of people in foreign countries, especially Mexico, Guatemala, El Salvador, Cuba and Haiti. It is evident that the coming year will greatly expand their interest with us.

With postwar plans for the expansion of air transportation to be carried out and Dallas becomes a port of entry, the possibilities are very great for this market in the foreign trade field.

## THIS YEAR—GIVE A PRACTICAL GIFT!

No man has enough hats—so you can be sure that giving him a Resistol "Self-Conforming" Hat is sure to please him. But there's a double thrill to this gift—when you give him the cute miniature hat and box with the gift certificate—then, when he enjoys the comfort and smart looks of his Resistol "Self-Conforming" Hat.

\$7.50 and \$10.



**JAS. K. WILSON**

MAIN AT FIELD

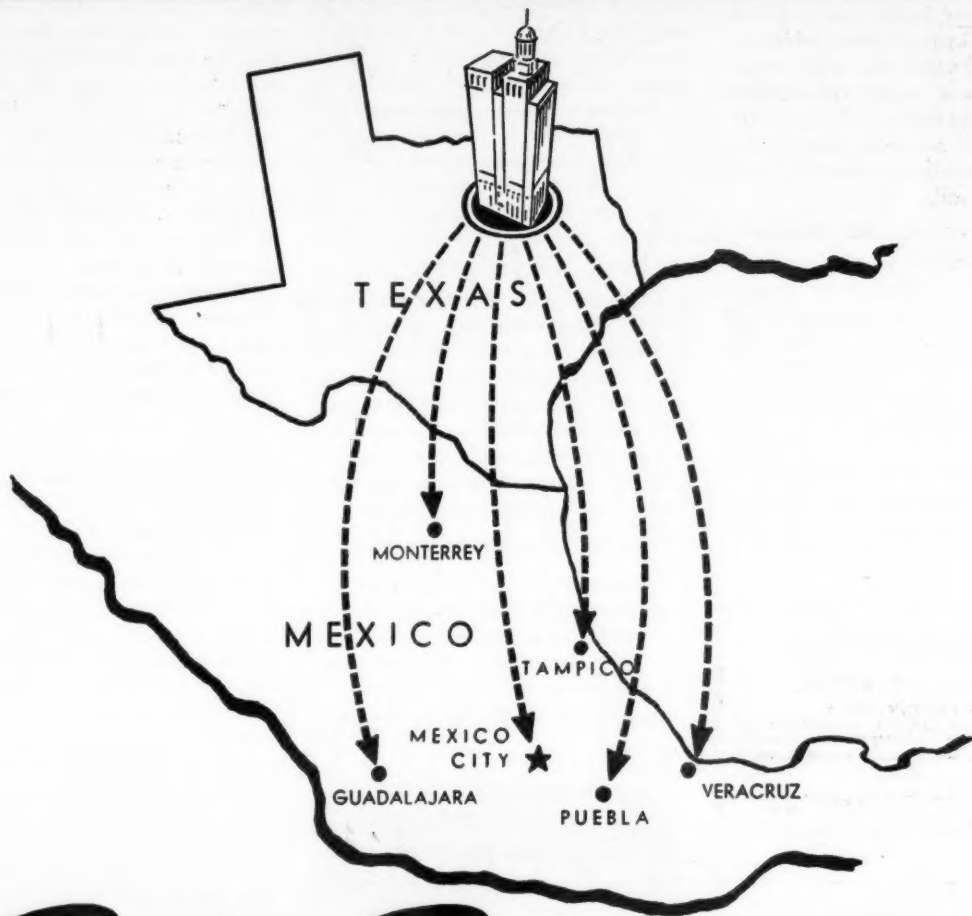
Shop Early for Christmas!

**GRAYSON GILL**

Architect and Engineer

306 Great National Life Building

CONGRATULATIONS, Chamber of Commerce Officials, for a Successful 1943



## Doing Business with **MEXICO?**

If you do business with our good neighbor south of the Border, facilitate your transactions through Republic. We are equipped to handle letters of credit covering importing

and exporting of merchandise to and from Mexico, travelers' letters of credit and travelers checks. *Mexican Currency is Now Available at Current Rate of Exchange.*

## REPUBLIC NATIONAL BANK

OF DALLAS



ONE OF THE NATION'S 100 LARGEST BANKS



### REPUBLIC BANK TRAVELERS CHECKS

sold by authorized banks and agencies. Cashed throughout the world, including all branches of Thos. Cook & Son. Use them when traveling.



## Braniff Airways

(Continued from Page 15)

once far distant Buenos Aires will be only 25 hours by air. Europe, which formerly required a train-trip to the Eastern Seaboard and a week's trans-Atlantic crossing, will be within 20 hours of Dallas across the southern trans-Atlantic route where excellent year-round flying conditions prevail.

### MAJOR AND LOCAL AIRLINE SERVICE

Braniff proposes to materially strengthen the position of Dallas on the domestic air transport system by means of applications illustrated on page 15, United States map. Recognizing the need for more convenient service to both the East and West Coast, Braniff has proposed major airline routes that will effect substantial savings in travel time for Dallas travelers.

By means of existing routes to Oklahoma City, through service to the East will be provided by means of Braniff's

proposed Oklahoma City-Boston route that proceeds through Tulsa and St. Louis to Cincinnati, from there one leg going via Columbus and Pittsburgh to Newark-New York, the other via Washington, Baltimore, and Philadelphia. As an alternative routing, passengers would also have available Braniff's proposed extension of its present route beyond Chicago to Detroit and Newark-New York. These two applications would provide swift one-company service between Texas and Eastern industrial centers.

To the west, Braniff proposes an Amarillo-Los Angeles extension via Albuquerque that would bring the west coast within easy reach of Dallas travelers. The San Antonio-El Paso route would make available alternate routing to the west coast and would also provide local service to the border communities Uvalde, Del Rio, Fort Stockton, Marfa and Alpine.

### TRADE AREA AIRLINE SERVICE

Research has been conducted for some time into the possibilities of extending the benefits of air transportation to the very small communities of the nation and the rural areas surrounding them.

Studies indicate that the most effective

way to accomplish this project is by means of localizing "trade area" airline based in major trade centers whose schedules go out from the trade center into the area and return at times which are coordinated with arrivals and departures of trunk-line schedules. The operation must be devoted to the service of a single area in order to assure continuity of service and maximum development efforts. Most efficient coordination of trunk-line and trade area line schedules will be effected if existing air carriers have some financial participation in the trade area operation. Greatest support of the trade area lines will result, however, if at least part of its ownership is distributed among individuals living in the area to be served.

Such an operation will, in truth, be a home-owned and home-operated affair, devoted only to the development of air traffic in the area which it is authorized to serve, yet closely coordinated with major routes connecting the trade area center with other principal metropolitan cities in the nation. Properly scheduled, it should place air service within 25 to 40 miles of more than 90% of the population in a given area.

It is on this theory that Braniff Airways is preparing applications for a localized air transportation system in the Dallas-Ft. Worth trade area. The map on page 15 shows typical routes that might be operated in the area, and illustrates also the manner in which they will be coordinated with international, major and local schedules serving the region. It should be borne in mind that the routes set forth here illustrate the theory, and do not represent the routes for which actual applications will be filed. The actual routes to be applied for will be determined upon the basis of the needs of the communities as developed in the studies which we are now concluding.

\* \* \* \* \*

International, major, local and trade area air service developments will shrink tomorrow's world immeasurably. Dallas will be enabled to extend its commerce to areas now remote; will enjoy the far-reaching advantages that improved communication lines inevitably bring to an aggressive, growing city. With the cooperation of all elements in the community's civic structure, working together for the success of such plans as are outlined above, and with similar plans of other airlines now serving our city, the air future of Dallas is bright and assured.

## Metropolitan

### BUSINESS COLLEGE

56 Years in Dallas

Please phone C-8773 when you need a good stenographer or bookkeeper. Thank you.



## Wholesale Merchants Building

the pivotal point of the Dallas Wholesale Market . . . Space available in 300 to 2,000 square foot units at very moderate rentals.

912 COMMERCE STREET

Phone C-3725

Dallas, Texas

## ALWAYS CHOOSE An Affiliated NATIONAL HOTEL

ALABAMA	Mobile
HOTEL ADMIRAL SEMMES	Birmingham
HOTEL THOMAS JEFFERSON	Washington
DISTRICT OF COLUMBIA	Washington
HOTEL WASHINGTON	Rockford
ILLINOIS	Indianapolis
HOTEL FAUST	New Orleans
INDIANA	New Orleans
HOTEL CLAYPOOL	Meridian
LOUISIANA	Omaha
JUNG HOTEL	Clio
HOTEL DESOTO	Wewoka
MISSISSIPPI	Columbia
HOTEL LANAR	Alice
NEBRASKA	Austin
HOTEL PAXTON	Beaumont
NEW MEXICO	Big Spring
HOTEL CLOVIS	Brownwood
OKLAHOMA	Cisco
HOTEL ALDRIDGE	El Paso
SOUTH CAROLINA	Fort Worth
HOTEL WADE HAMPTON	Galveston
TEXAS	Galveston
HOTEL ALICE	Galveston
HOTEL STEPHEN F. AUSTIN	Galveston
HOTEL EDSON	Galveston
HOTEL SETTLES	Galveston
HOTEL BROWNWOOD	Galveston
HOTEL SOUTHERN	Galveston
HOTEL LAGUNA	Galveston
HOTEL CORTEZ	Galveston
HOTEL TEXAS	Galveston
HOTEL BUCCAKER	Galveston
HOTEL JEAN LAFITTE	Galveston
CONRAD COURTS	Galveston
JACK TAN COURT	Galveston
MIRAMAR COURT	Galveston
HOTEL CAVALIER	Galveston
HOTEL PLAZA	Galveston
HOTEL LUBBOCK	Galveston
HOTEL FALLS	Galveston
HOTEL CACTUS	Galveston
ANGELES COURTS	Galveston
VIRGINIA	Galveston
HOTEL MOUNTAIN LAKE	Galveston

"HOST TO THE NATION"

**For 26 Years  
Helping to Build  
A Greater Dallas**



**DALLAS POWER & LIGHT COMPANY**

**Electricity Is Still *CHEAP* in Dallas**

## Master Plan

(Continued from Page 12)

should be planned. This is the population base for the master city plan." This report also indicates the city limits in 1970 and proposes a maximum density of population for the various areas that will make up the future city.

The major street plan is ready for submission to the City Plan Commission. It has already inspected on the ground all of the elements of the proposed major street plan and has approved the map showing the proposed street plan. But it has not received the text of the report yet.

The major street plan proposes seven types of streets to take care of Dallas traffic needs and stop the shifting of the central business district. The street types are (1) interregional, (2) express, (3) radial, (4) circumferential, (5) connecting thoroughfares, (6) distributor and (7) secondaries.

The purposes of each are as follows: the interregional brings traffic from the heart of one city to the heart of another without the interference of cross streets; there is no stopping for signal lights or traffic. To stop for oil or gas one must leave the interregional because it is a

freeway without access to abutting property. The interregional highway will enter and leave Dallas in the vicinity of Poydras Street between Young Street and Ross Avenue. The express highway is the name given to Central Boulevard. It picks up traffic on the outskirts of the city and brings it into the business district quickly and without interference from cross traffic. Radial streets are like spokes in a wheel. They are wide thoroughfares usually eight lanes wide which collect traffic and bring it into the business hub. Circumferential streets are like the tire on the wheel; they hold the spokes in place and carry traffic from one spoke to another all the way round the city. These may be landscaped and made into attractive parkways. Connecting streets and secondary streets connect the other elements of the street plan and enable the whole plan to function smoothly and efficiently.

One of the purposes of a major street plan is to protect the central business district against shifting and the loss of values. The interregional, express, and radial streets lead traffic to the central business district in an orderly and efficient manner and take it out again. Mr. Bartholomew has bounded the central business area by Houston Street, Ross Avenue, Harwood Street, Pacific Avenue, Preston Street and Young Street.

The above streets are classified as distributor streets because it is their function to pass the traffic into and out of the dis-

trict and take care of both right and left hand turns.

The above brings the reader up to date on the progress of the Dallas Master Plan. The various elements of the plan have been listed and dates set for the completion of each. Enough has been related to illustrate the thoroughness of the investigation and the planning for each element. When the entire plan is completed in January, 1945, Dallas will have an invaluable guide to chart its future growth. Such a guide will enable the city to avoid many costly mistakes and build, with the same amount of money as is expended by other cities, an attractive, comfortable and desirable city.

## Retail Merchants

(Continued from Page 8)

We have put on a great many drives and assisted in the promotion of War Bonds and Stamps sales. The majority of our merchants are giving an entire window in their stores for continuous display purposes in helping put over the sale of these Bonds and Stamps.

The Retail Merchants sponsored the first District Conference in the Southwest, which was held by the National Retail Dry Goods Association on October 19th and 20th, and was one of the most successful District meetings held in the country. Ten different states sent representatives.

Decoration of the downtown Dallas streets for the Christmas season. These decorations will not be as extensive or as elaborate as in previous years, which will be in keeping with our present emergency measures.

The Association has also taken an active part in all Office of Civilian Defense activities in the city, especially in the establishment of the Consumers Center in Dallas County. The secretary is a member of the General Committee of the Consumers Center.

There has also been a large number of smaller activities in which the Association engaged during the past year, which are too numerous to mention, such as Armistice Day celebration, Navy-Week, and different Government recruiting programs.

Our Association has shown a substantial increase in membership for the past year, which is decidedly a good indication that we are making a healthy growth and that the merchants of Dallas are becoming more and more interested in the activities and services rendered by the Retail Merchants Division of the Chamber of Commerce.

## FOR INCOME TAX SERVICE AND ACCURATE ADVICE

Consult

**Wiott W. Rankin, C.P.A.**

30 Years in Dallas

Remember, December 15th is the last date to modify your estimated 1943 TAX RETURNS.

**3714 Vickery Boulevard  
PHONE: Tennison-3-6350**

Telephone  
**C-7111**



## DALLAS TRANSFER and Terminal Warehouse Co.

(Established 1857)

**2nd UNIT, SANTA FE BUILDING**  
Warehouse, Office and Display Space  
Moving—Heavy Hauling—Packing

Agents for:

H. & N. T. Motor Freight Line  
Lone Star Package Car Company  
Dallas-Fort Worth Motor Freight Lines  
Allied Van Lines, Inc.

PHONE C-7111



## Dallas Market

During the past two years the Dallas Market has been advertised on a national scale, and one of the mediums used is *Women's Wear Daily*, a newspaper which reaches approximately 45,000 buyers.

Each month the Dallas Market has a complete section of several pages in this newspaper. In the last issue the lead story of the section concerns the appointment of Mr. E. P. Simmons of Sanger Bros. being named chairman of the Budget Committee to establish a city-wide plan to centralize allotments of contracts for war agency promotions. The Chairman is Major B. F. McLain, President of the Dallas Chamber of Commerce. W. A. Green, President of W. A. Green Company, will head the Allocations Committee; W. S. Henson, Production; and Stanley Foran, Publicity. J. B. Adoue has been elected Treasurer and Mrs. Margaret Evans, promotional director for A. Harris & Company, has been appointed Secretary of the committee.

### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of "Dallas" Magazine, published monthly at Dallas, Texas, for December 1, 1943.  
State of Texas, County of Dallas, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Gordon C. Brown, who, having been duly sworn according to law, deposes and says that he is the Editor of the "Dallas" Magazine and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied as section 537, Postal Laws and Regulations, printed on the reverse side of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Dallas Chamber of Commerce, Dallas, Texas; Acting Editor, Z. E. Black, Dallas, Texas; Business Manager, Velma Boswell, Dallas, Texas.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Dallas Chamber of Commerce, Dallas, Texas; no capital stock.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

Z. E. BLACK, Acting Editor.

Sworn to and subscribed before me this 17th day of September, 1943.

(Seal) S. GOODSTEIN.  
(My commission expires June 1, 1945.)



I. S. LESSER

### Selling "Secrecy"

A man is making a name for himself selling "secrecy"!

It's a strange stock in trade, that combines an intimate knowledge of business enterprise with a remarkably tight lip that belongs to the person of I. S. Lesser, 1230 Liberty Bank Building, Dallas, whose operations reach the length and breadth of this country.

The Lesser Associates, as Mr. Lesser's firm is known, are agents for either buyer or seller of business properties, or they may assist in the refinancing of your business.

The value of secrecy in such transactions is obvious, especially in regard to the employees of your business. A contemplated change of ownership is always more disturbing to employee morale than any actual change. So quietly and uniquely do the representatives of Lesser Associates move in and obtain necessary audits and desired information, that sale or refinancing may be completed without the transaction becoming known to either employees, or outsiders.

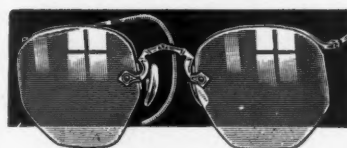
This ability to maintain all knowledge "strictly confidential" and an ability to get buyer and seller together through an unusual system evolved by Mr. Lesser through years of experience, are assets

appreciated by all parties concerned, assets which have resulted in unusual success. Never is there the mention of a name in any Lesser report. Files bear only a number for identification. Lesser auditors proceed independently.

Another practice which the Lesser Associates hold to is the handling of a transaction at their own expense. If a deal is not completed, there is no charge for preliminary services. The file is closed, the key number is forgotten, and all remains a secret!

*Don't forget to Vote  
for the Bond Issue  
on December 28th!*

"Keep 'Em



Seeing"

**EYE GLASSES**

All complete **\$6<sup>95</sup>**  
for as low  
as . . . . .

**MAIN  
OPTICAL CO.**

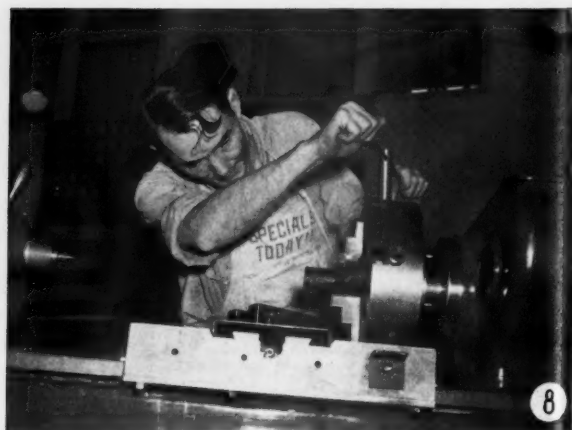
**1927 Main Street  
5401 East Grand Avenue**

248 West Jefferson

Store Interiors and  
Fixtures, Designed by  
Sales Engineers. AT YOUR  
SERVICE. NO OBLIGATION

**Adleta** SHOW CASE &  
FIXTURE MANUFACTURING CO.

1907 CEDAR SPRINGS • DALLAS, TEXAS



*Dallas is now a full-rounded manufacturing and industrial center with thousands of skilled mechanics*



*Season's Greetings*

**ANCHOR EMPLOYMENT SERVICE**

301-2 Praetorian Building R-6114  
Competent Personnel for Office, Sales,  
Technical Positions  
No Charge to Employer Mae Lindsay, Mgr.

*Season's Greetings*



**FLIPPEN-PRATHER  
STORES, INC.**

Owners and Rental Agents  
Highland Park Shopping Village

*Heartiest Greetings*

**AMERICAN IRON AND  
METAL, INC.**

Iron, Steel and Metals  
2215 Latimer H-5111

*Season's Greetings  
to Everyone*

**THE NITE SPOT**

FRANK NICK, *Proprietor*  
Floor Shows Nightly  
Dining and Dancing  
Browder at Commerce Street  
C-7788

*Yuletide Greetings*

**FRITZ W. GLITSCH & SONS**

HAPPY NEW YEAR  
TO ALL

2423 Caroline Street R-6315

*Christmas Greetings*

**ABBOTT & HAWKINS**

Certified Public Accountants  
1507 Cotton Exchange Building R-5983

*Season's Greetings  
and a Happy New Year*

**ALLEN'S RADIATOR SERVICE**

2206 North Akard Street C-0569

*Season's Greetings to Our Friends and  
Policyholders*

**AMERICAN HOSPITAL  
AND LIFE INSURANCE CO.**

TED T. TEEL, *Manager*  
Tower Petroleum Building R-4786

*Yuletide Greetings  
and*

*A Happy New Year*

*from*

**THE  
MURRAY COMPANY**

3200 Canton R-9441

*Yuletide Greetings  
and*

*A Happy New Year*

**T. R. JONES, INC.**

Oklahoma Contracting Company  
Magnolia Building C-4531

*Yuletide Greetings*

*to our*

*Friends and Patrons*



**GILLETTE MOTOR TRANSPORT, INC.**

2508 South Harwood H-5117

*Season's Greetings*

To those who have favored us with their most  
valued patronage, we extend our heartiest  
wishes for a Happy New Year.

**ALASKAN FUR COMPANY**

1807 Main Street C-3005





*Season's Greetings*

**A. J. BENEKE GARAGE**  
Service on All Cars

1408 Camp

R-2835

*Season's Greetings*

*To Our*

*Friends and Policyholders*

**GREAT SOUTHERN  
LIFE INSURANCE CO.**

E. P. GREENWOOD, President

Kirby Building

R-8931

MRS. SALLIE D. BOTZLER  
(State Field Director)

*Extends Greetings to Everyone in Behalf of*

**WOMAN'S BENEFIT ASSOCIATION**

A Safe Life Insurance for the Entire Family  
Texas Headquarters, 1920½ Main Street  
C-5585

*Yuletide Greetings*

AND

A HAPPY NEW YEAR  
TO ALL

**GRAND AVENUE STATE BANK**

5430 East Grand Avenue

T-3-4191

*Yuletide Greetings*

*You and Your Family Will Enjoy*

**JAY'S MARINE GRILL**

Specializing in Sea Foods and  
Those Delicious Hot Rolls

3718 Hall

L-9455

*Season's Greetings  
from*

**COWSER & COMPANY**

3121 Grand

H-7101

*Christmas Greetings*

**AMERICAN OPTICAL COMPANY**

1711 Commerce Street

R-8361

YULETIDE GREETINGS  
AND A HAPPY NEW YEAR

**CHAS. H. ALEXANDER, JR.**

Realtor

915 Praetorian Building

R-2422

*Yuletide Greetings  
To Our Friends*

**LAWYERS TITLE OF TEXAS, INC.**

Representing

**Lawyers Title Insurance Corp.**

1107 Main Street

R-9858

*Season's Greetings*

and

*A Happy New Year*

**Ford  
MOTOR CO.**

5200 East Grand Avenue

T-3-2181

*Season's Greetings*

*To Our Many Friends and Policyholders*

**J. E. EARNEST & COMPANY**

1517 Commerce Street

C-7207

*Yuletide Greetings*

*and a Happy and Prosperous  
New Year*



**RIPLEY SHIRT MFG.  
COMPANY**

410 South Beckley

W-1151

Happy New Year  
COMMERCIAL STANDARD  
INSURANCE COMPANY  
Fort Worth, Texas

**H. E. KENNY, JR.**

Branch Manager

505-6 Southland Life Bldg.

R-9351

*Yuletide Greetings*

To All Our Friends and  
Customers

**AMERICAN  
LAUNDRY COMPANY**

301 Second Avenue

T-8177

*Season's Greetings  
from*

**THE SYLVAN CLUB**

Greenville Avenue

T-7-5757

*Season's Greetings*

To Our

Many Friends and Policyholders

**REPUBLIC  
INSURANCE CO.**

3415 Cedar Springs

J-8-6101

*Season's Greetings*

**DALLAS TAILOR & LAUNDRY  
SUPPLY CO.**

411 South Akard Street

C-4557

*Wishing You Good Health, Good  
Cheers, Good Times Throughout  
the Coming Year*

**ATLAS METAL WORKS**

Quality Metal Products

Eagle Ford Road

R-4788

*Yuletide Greetings*

to

All Our Friends and Policyholders

**REPUBLIC NATIONAL LIFE  
INSURANCE COMPANY**

THEO. P. BEASLEY, President

Republic National Life Building  
Dallas, Texas

MERRY CHRISTMAS

and a Happy New Year

to Our Friends and Patrons

**Sam & Ed Auto & Truck Parts, Inc.**

2815 Elm Street

R-4111

*Season's Greetings*

To Our Many Friends and  
Policyholders

**AMERICAN INSURANCE  
COMPANY  
OF TEXAS**

Kirby Building

C-4622

*Yuletide Greetings and a Happy New Year  
to Everyone*

**S. L. EWING COMPANY**

J. T. BOYCE

Typewriters, Adding Machines,  
Repairs and Supplies

1919 Main Street

C-5401

*Health, Happiness and Prosperity*

is Our New Year's Wish

for All

**DOLAN AIRCRAFT  
MANUFACTURING COMPANY**

1369 North Zangs

M-2153

**Dennis G. Colwell Agency**

General Agents

**General American Life Insurance Co.**

DR. G. COLWELL, Agency Manager

ASSOCIATES

Smack Reisor, C. B. Cooper, W. Fred Roberts,  
E. T. Stout

*Season's Greetings*

In a world torn with strife we, in these  
United States, have plenty to be thankful for.  
We are privileged to live in a free country  
with the finest people and the best form of  
government in the world... a country that is  
worth fighting for.

We are thankful that there are organiza-  
tions such as ours in which we may all work  
together for the common good.

We, your officers, directors, directors-elect  
and staff, are deeply appreciative of your sup-  
port. We hope that 1944 will be the beginning  
of the happiest, most prosperous era ever ex-  
perienced in Dallas, in Texas, in the United  
States and in the whole world at large.

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F. O. BURNS, Vice-President

D. A. HULCY, Vice-President

J. C. TENISON, Treasurer

J. BEN CRITZ, Vice-Pres. and Gen. Mgr.

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DALE MILLER

T. W. POND

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SAM TOBOLOWSKY

CLYDE V. WALLIS

FRANCES E. WHITE

MRS. EVA WILLIAMS



*Season's Greetings*  
*To Our Friends and Customers*  
*Best Wishes for All the Joys of a Happy*  
*Holiday Season*  
**BEBEE MOTOR COMPANY**  
 717 North Pearl R-2604

*Yuletide Greetings*  
 from  
**OZARK MOTOR LINES**  
 600 Eagle Ford Road  
 R-8007

*Season's Greetings*  
*and a Happy New Year to All*  
**AMERICAN PREFABRICATORS**  
 Republic Bank Building C-4358

*Yuletide Greetings*  
 from  
**OLDHAM & SUMNER LUMBER**  
**COMPANY**  
 927 South Haskell Ave. T-5195

*Season's Greetings*  
**JAGGARS-CHILES-STOVALL, Inc.**  
*Complete Typographic Service*  
 COMPOSITION • MATS • STEREOTYPES  
 522 Browder Street • Dallas

*Yuletide Greetings*  
*and*  
*A Happy New Year*  
*to Everyone*  
**SOUTHWEST TABLET**  
**MFG. CO.**  
 2110 Corinth H-7185

*Merry Christmas*  
*and Happy New Year*  
**C. B. ANDERSON & CO.**  
**Furniture**  
 2201 Elm Street R-5677

*Season's Greetings*  
**DALLAS MORRIS PLAN BANK**  
 Commerce Street at Murphy R-9391

*Season's Greetings*  
**GEORGE DE YOUNG**  
 Interior Painters and Decorators  
 1610½ Commerce C-3863

SINCERE WISHES  
 for  
*A Merry Christmas*  
*and*  
*A Happy New Year*  
*to All*  
**SOUTHWESTERN**  
**DRUG CORPORATION**  
 525 Browder C-2271

*Yuletide Greetings*  
*and*  
*A Happy New Year*  
*To Our Many Friends*  
**SOUTHWEST**  
**INDUSTRIAL EQUIPMENT CO.**  
 3215 Canton Street R-1634

*Yuletide Greetings*  
*to One and All*  
**NATIONAL BANK OF**  
**COMMERCE**  
 914 Elm Street C-5467  
 Dallas, Texas



*A Merry Christmas  
And a Happy New Year to All*

**GIFFORD-HILL & COMPANY, INC.**

Texas Bank Building

Phone R-8194

*Season's Greetings*

*from*

**AIR ASSOCIATES, Inc.**

Love Field

D-4-2611

*Yuletide Greetings*

*To My Friends and Patrons*

**MURRAY INVESTMENT COMPANY**

Republic Bank Building

C-4358

*Season's Greetings*

**M. P. CRUM CO.**

1115-17 Kirby Building

R-9993

*Yuletide Greetings*

*from*

**RAMSBOTTOM LANDSCAPE  
COMPANY**

Landscape Artists

5404 Preston

L-5181

Dallas, Texas

*Season's Greetings*

*To Our Friends and Policyholders*

**SCHEPPS & SABLOSKY**

2305 Canton

R-8616

*Yuletide Greetings*

*To Our*

*Friends and Patrons*

**HIGGINBOTHAM-**

**PEARLSTONE**

**HARDWARE CO.**

1701 North Market

C-2213

*Season's Greetings*

**BURTON LUMBER COMPANY**

Good and Pacific

T-3-4138

*Yuletide Greetings*

*To My Many Friends*

**JUDGE SARAH HUGHES**

14th District Court

Dallas, Texas

*Season's Greetings*



**BAYLOR UNIVERSITY  
HOSPITAL**

LAWRENCE PAYNE, *Administrator*

Dallas, Texas

T-3-8101

*Yuletide Greetings*

**WERT EMPLOYMENT SERVICE**

OIDA WERT, *Manager*

Qualified Applicants

Sales—Office—Technical

No Charge to Employer

602 Gulf States Building

R-1043

*Season's Greetings*

*To All Our Friends and Policyholders*



**CITY NATIONAL LIFE INSURANCE  
COMPANY**

2102 Bryan Street

R-3528



*Merry Christmas ✱ Happy New Year*

Why don't you get the... FISHBURN HABIT?

**FISHBURN'S**

FOR 29 YEARS

CLEANERS — FINE LAUNDRY — DYERS — HATTERS

FURRIERS AND COLD STORAGE

3200 Ross Avenue

Telephone T-4101

Branches: Oak Lawn at Lemmon — Abrams at Gaston



*Season's Greetings*

**ERNST & ERNST**

First National Bank Building

R-2263

*Season's Greetings*

*To All Members and Their Families*

**DALLAS  
SCOTTISH RITE BODIES**

C. A. EGBERT, Secretary

R-9196

**DALLAS CITY PACKING COMPANY**

*Wishes All Its Friends and Patrons  
A Happy and Prosperous New Year*

East Morrell Street

M-8109

*Yuletide Greetings*

*and*

*A Happy New Year*

**NEW YORK  
MERCHANDISING CO.**

1110 Commerce Street

R-8961

*Season's Greetings*

*and*

*A Happy New Year  
to Everyone*

**BURR'S**

Knox at Cole

L-6-6500

*Yuletide Greetings*

*To Our*

*Friends and Policyholders*

**RIO GRANDE NATIONAL LIFE  
INSURANCE COMPANY**

R. W. BAXTER, President

Rio Grande National Life Building  
R-2288

*Season's Greetings*

*to Our Friends and Patrons*

**BRANNAN'S CAFETERIA**

1811 Main Street

R-0586

*Yuletide Greetings*

*and a Happy New Year to  
Our Friends and Patrons*

**MARINELLO BEAUTY SHOP**

MRS. JANIE RICHARDSON

3610 Ross Avenue

T-7-6078

*Season's Greetings*

*ONE AND ALL*

**EASTMAN KODAK STORES, INC.**

1504 Young Street

R-3148

*Yuletide Greetings*

*and*

*A Happy New Year*

**HESSE ENVELOPE COMPANY**

911 Munger

C-3292

*Yuletide Greetings*

*and*

*A Happy New Year*

*To Our Friends and Patrons*

**OAK CLIFF BANK AND TRUST CO.**

R. D. SUDDARTH, President

*Yuletide Greetings*

*and*

*A Happy New Year*

*To Our Friends and Patrons*

**MORTEN-DAVIS COMPANY**

800 Jackson Street

C-7796

Dallas, Texas

*Yuletide Greetings to All  
and  
A Happy New Year*

**CABELL'S ICE CREAM AND DAIRY SHOPS**

4017 Commerce

T-3-6148

*Yuletide Greetings  
and  
A Happy New Year  
to All*

**J. I. CASE COMPANY**

310 North Austin

C-1218

*Season's Greetings*

**GUARANTY TITLE & ABSTRACT CO.**

Great National Life Building

C-2641

*Merry Christmas*

and Happy New Year to Everyone

**LIBERTY IRON & METAL CO.**

1207 River Street

C-5866

*Season's Greetings*

and a

*Happy New Year*

**DOLPH CONSTRUCTION CO.**

516 Thomas Building

R-5916

*Season's Greetings*

To Our Many Friends and Policyholders

**CHARLES A. LEVI & SON**

Dallas National Bank Building

C-3814

*Merry Christmas  
and Happy New Year*

**BALL NUT & CANDY CO.**

Shelled and Salted Nuts and Nut Candy  
409 South Beckley M-0078

*Yuletide Greetings  
and*

*A Happy New Year*

*To Our Many Friends*

**MAGNOLIA PAPER COMPANY**

325 North Walton Street

R-6393

*Yuletide Greetings*

and a Happy New Year

**MARCY LEE MFG. COMPANY**

2212 South Lamar

H-5101

MERRY CHRISTMAS  
AND A HAPPY NEW YEAR

**Acme Window Cleaning Co.**

Building Maintenance  
General Janitor Service  
Contractors

1208 Fidelity Building

C-7660

*Yuletide Greetings  
to Our Friends and Customers*

**C. C. GALLAWAY & COMPANY**

Dallas' Own Exclusive Rental Agents

1802 Main

C-4174

*Yuletide Greetings  
and*

*A Happy New Year*

**THE EGAN COMPANY**

(Egan Printing Co.)

916-1006 Ross Avenue

*Yuletide Greetings  
to Everyone*

**DALLAS FEDERAL SAVINGS &  
LOAN ASSOCIATION**

1411 Main Street

C-9377

Dallas, Texas

*A Merry Christmas and A Happy New Year*



Although they can't be bought  
they can be assured by buying . . .

**LIFE INSURANCE**

**SOUTHLAND LIFE INSURANCE COMPANY**

W. C. McCORD, President



Dallas Public Library  
Periodical Division  
1926 Commerce St  
Dallas 1, Texas

U. S. POSTAGE  
**2c PAID**  
Dallas, Texas  
Permit No. 1579

# DALLAS' AIR SERVICE

## Past - Present - Future

Public Library  
DEC-7 1943  
Dallas, Texas

SINCE first we began serving Dallas in 1934, our constant effort has been toward the improvement of air transportation service for Dallas travelers.


Up to the time of Pearl Harbor, additional schedules were added, equipment was improved and enlarged and additional routes were added. Air fares have been reduced as rapidly as lower costs would permit, the last reduction occurring July 15, 1943. In 1935, Dallas became Braniff's Operations and Maintenance base, and in 1942, all General offices of the company were moved to the Love Field site.

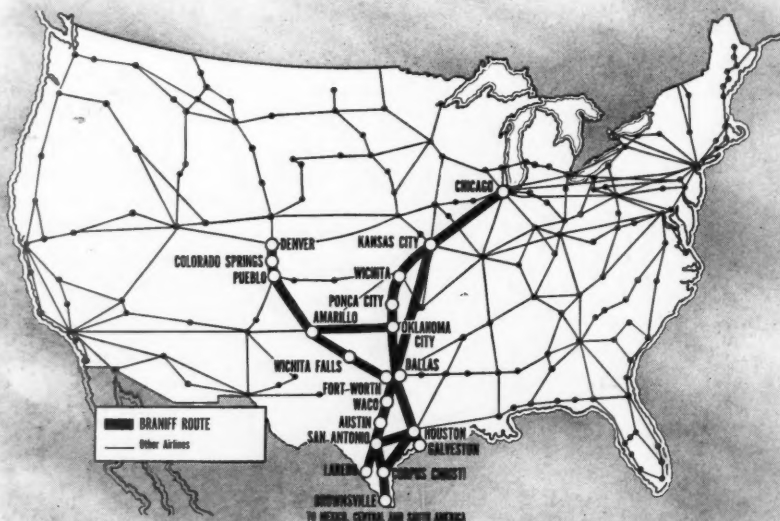
We have on file with the Civil Aeronautics Board applications for additional routes that will materially strengthen the air service pattern of Dallas. Internationally, these routes will provide direct service to the principal capitals, industrial cities and oil centers of Central and South America, to the islands of the Caribbean and to Europe. Domestically, Braniff proposes new one-company

service for Dallas direct to the industrial centers of the East and West Coasts.

In the field of feeder-line services, we are now preparing to file applications for routes which, if granted, will result in the development of a substantial base devoted to connecting Dallas by air with all of its trade area.

We pledge to Dallas restoration at the earliest possible moment of services discontinued because of the war. We further pledge continuing vigorous efforts to provide Dallas with air transportation of the finest possible type and in sufficient quantity to meet your needs; to assure Dallas of international air routes, of expanding service over existing trunk-line routes and of development of a complete system of trade area airlines; and to make all these services available to you at the lowest possible cost consistent with safety.

  
PRESIDENT



Public Library  
DEC-7 1943  
Dallas, Texas

PHONE RIVERSIDE 3345—ADOLPHUS OR BAKER HOTEL

# BRANIFF AIRWAYS

68-165

1777  
3  
113